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THE NATIONAL NEWSPAPER OF MARKETING

L-O-F 'Wasn't Told' . . .

Open-Window TV Ad Shot to Save Money, FTC Told

Also Under Fire Is GM Ad in Which Vaseline Was Used on Rival Glass

By Maurine Christopher

NEW YORK, May 6—With Libbey-Owens-Ford Glass Co. already having testified (AA, March 7) that certain safety plate glass comparison scenes in its tv commercials had been filmed through an open window, contrary to the company's instructions, attention at the Federal Trade Commission hearings here this week focused on who was responsible for the decision to roll down the window.

The lawyers, of course, were concerned with finer legal points of procedure and the admissibility of certain types of information, but advertising circles were mainly interested in one question: Who will be held responsible for those allegedly faked commercials—a representative of the sponsor, the agency or the film producer?

Witnesses from all three companies appeared here this week, as the FTC continued to build its "camera trickery" case against L-O-F and General Motors. A complaint issued last November against L-O-F and GM charged them with using deceptive photographic techniques to make their safety plate glass windows look more distortion-free than the windows of competing car makers. Among the techniques allegedly used—different camera lenses and open windows.

All ads under study have long

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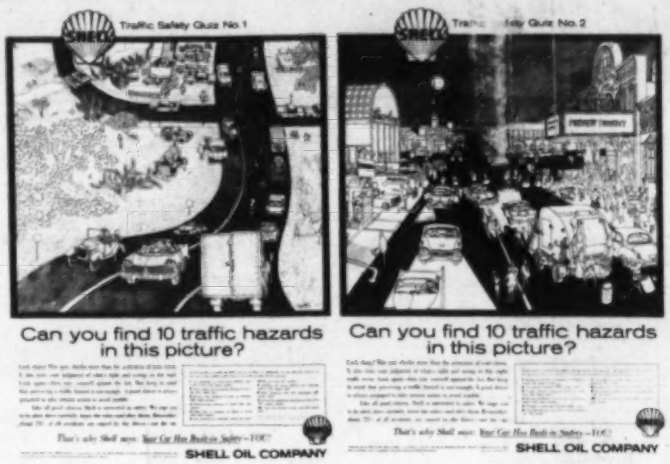
Traffic Safety Quiz No. 1
Can you find 10 traffic hazards in this picture?
SHELL OIL COMPANY
Traffic Safety Quiz No. 2
Can you find 10 traffic hazards in this picture?
SHELL OIL COMPANY

QUIZZICAL—*Shell Oil Co. will run a series of six ads in May, including these two, asking consumers to spot traffic hazards worked into the artwork. The institutional campaign is handled by Kenyon & Eckhardt.*

Canada Advertisers Get Ad Image Plan

Offered by Yeates, New ACA Head; P&G's Williams Tells End of Price-Pack

For other news and pictures of the ACA convention, see Pages 3, 70, 119 and 120.

TORONTO, May 4—Canada's top advertisers have okayed a three-point plan aimed at improving advertising's public image in this country.

The plan was approved here at the annual meeting of the Assn. of Canadian Advertisers, which attracted more than 900 persons. The program, endorsed by the ACA's board of directors, was outlined to ADVERTISING AGE by Allan B. Yeates, new president of ACA, who is director of public relations and advertising of Prudential Insurance Co. of America in Canada.

Mr. Yeates said the plan looks to the establishment of an advertising review board, "with perhaps a member of the judiciary as chairman." The board would look into false and misleading advertising, which Mr. Yeates referred to as "controllable." Offenders would first get letters of warning. If these went unheeded, all media would be cautioned about handling offender's copy.

■ On a second front—taste in advertising—the program calls for the "self education" of national advertisers. Thus, there would be an ACA-sponsored workshop in Toronto in September which would emphasize how poor taste, espe-

(Continued on Page 119)

Bascom Lulls NNPA on 'Sorry State' of TV, Then Hits Dailies as Media

Agency Exec Criticizes Newspaper Rates, Data, Placement of Ad Copy

PHOENIX, May 3—David F. Bascom, board chairman of Guild, Bascom & Bonfigli, San Francisco, shook up members of the National Newspaper Promotion Assn. last night with a stinging 45-minute speech which could have been titled, "What Is Wrong with Newspapers?"

The agency executive led off his lecture by pointing out that newspapers currently have a golden opportunity to improve their positions because of the sad state of television. His comments on tv followed by several weeks a talk made by his partner, Walter Guild, in which Mr. Guild described tv as "the garbage pail of the entertainment world" (AA, Feb. 29).

■ "Television is presently in a sad, sorry state—both from the standpoint of the advertiser and the viewer," Mr. Bascom said. "The tv networks today are controlled by a handful of men who are interested only in masses of audience and dollars. The editor of the *Christian Science Monitor* recently observed that if newspapers were run the same way as television networks, your paper would consist of practically nothing but comic strips."

He went on to state that if newspapers functioned like tv networks, "the only time you would ever run anything of a cultural or truly informative nature would be in your Sunday afternoon editions.

■ "The nasty word 'educational' would soon become as distasteful and revolting to you as it presently is to the network television brass, since they have proved conclusively that any time you ask an audience to put forth mental effort—like thinking (ugh)—a lot of people are going to change channels," he said.

"So therefore, you'd restrict such stuff as actual news to your back pages, alongside the obituaries. On second thought, you'd eliminate the

(Continued on Page 114)

Hazel Bishop Splits With Donahue & Coe

NEW YORK, May 6—Hazel Bishop Inc. has split with Donahue & Coe, the agency it appointed in January, effective May 9.

The first of the new candidates for the account, reportedly worth $2,000,000 at this time, was being interviewed today.

The breakup was called friendly and mutual. A Donahue & Coe executive said, "It was just simply incompatibility"; a Hazel Bishop representative commented, "We had different viewpoints on where we should go." He indicated that the disagreements arose over fall programming, budgets and commercials.

■ When Donahue & Coe was appointed less than four months ago, Hazel Bishop said the agency was chosen from among about six finalists because of its strong package goods and theatrical background. It added that "theatrical techniques" would be applied to Hazel Bishop tv commercials, as the company returned in strength to network tv.

Since then Hazel Bishop has purchased participations on "Masquerade Party" and "Be Our Guest." #

Costly Speculative Presentations Boost Bankruptcy Rate, Popai Finds

Institute Issues Revision of Its Code on Ethical Trade Practices

NEW YORK, May 3—Spokesmen for the Point-of-Purchase Advertising Institute admitted today that speculative display presentations beyond the sketch stage are contributing to a substantial and rising bankruptcy rate in the display industry.

To correct this situation, the institute today issued a revision of its three-and-a-half-year-old code of ethical trade practices.

The revision appears to be similar to the code issued in September, 1956, but gets deeply into the subject of speculative presentations in a chapter titled, "Understanding the costs of creativity."

Identified by the institute variously as a checklist, guide, primer and statement, the revision is called "Modern trade practices in the planning, development, production and distribution of point of purchase advertising material."

■ "There is a rising trend of bankruptcies in the display industry," O. Morley Tanney, of Goodren Products Corp. and chairman of Popai trade practices committee, said in a question and answer session after distribution of the booklet.

He said that according to Dun & Bradstreet figures in a study made by Kirby-Coggeshall-Steinau Co., display producer, Milwaukee, for Popai that in the 1940-58 period there were 377 failures in the display industry, totaling $7,000,000 in liabilities. He added that there were nine in 1956, 22 in '57, 27 in '58 and "probably 35 in 1959."

He said the institute is tackling this problem through the education of members to employ cost accounting and against speculative creativity of displays.

■ Earlier Mr. Tanney said that speculative displays were respon-

(Continued on Page 10)

Last Minute News Flashes

Ronson Account Goes to NC&K on 'Interim' Basis

NEW YORK, May 6—Ronson Corp. has named Norman, Craig & Kummel as "interim" agency for its shavers and appliances from July 1 to Dec. 31, succeeding Grey Advertising Agency. The company expects to appoint another agency in the fall, for 1961. Grey originally had the entire Ronson account, then NC&K was named, following which it split the business between the two, NC&K retaining lighters and accessories, which account for slightly more than half the total billings.

Marsteller to Close Houston Office May 31

HOUSTON, May 6—Marsteller, Rickard, Gebhardt & Reed will close its branch office here May 31, and the 12 accounts, with combined billings under $500,000, presumably will go with Douglas S. Craig, vp and co-manager, who will open his own agency. Jack D. Rittenhouse, also a co-manager, will start a consulting business here. The branch is being closed because it operated at a loss during its three years of operation, MRG&R said. The four major accounts in the office include Baroid division of National Lead Co., Wilson Supply Co., Gray Tool Co. and the *Houston Post*.

Sweets Co. to Push Tootsie Roll Ice Cream Bar

HOBOKEN, May 6—Sweets Co. of America will promote a new Tootsie Roll ice cream bar ("Best lick on a stick") on its two tv network shows, "Captain Kangaroo" and "Fury," and also will use spot tv and trade publications. Henry Eisen Advertising, New York, is handling the Sweets Co. accoun

(Additional News Flashes on Page 111)

Dowd Withdraws from Cohen, Dowd; Reactivates Shop

Seagram Loss Triggered Decline of Merged Unit; More Cohen Losses Seen

NEW YORK, May 5—The withdrawal of John C. Dowd from Cohen, Dowd & Aleshire was announced this week by Harry B. Cohen Sr., board chairman, who stressed that "Mr. Dowd's withdrawal in no way affects the operation of Cohen, Dowd & Aleshire, which continues in New York as a fully staffed operation."

Mr. Dowd, who was vice-chairman, also heads the Boston agency, John C. Dowd Inc., which operated independently of Cohen, Dowd & Aleshire.

Last week ADVERTISING AGE reported exclusively that the 10-month-old merger of Dowd, Redfield & Johnstone with Cohen & Aleshire might be in the process of dissolution.

This merger turned out to be one of the most short-lived of recent agency combinations.

■ Cohen, Dowd & Aleshire was, in effect, created to service the House of Seagram, which last spring was looking for a shop to

handle the Lord Calvert account.

Cohen & Aleshire then serviced Seagram's Pharma-Craft drug subsidiary, and Dowd, Redfield & Johnstone handled several Seagram liquor brands. Robert Bragarnick, who was then Seagram's marketing vp, awarded the Lord Calvert business to the merged operation.

The first word of the merger came from the Seagram office. Shortly thereafter, Mr. Bragarnick left his Seagram post. Cohen, Dowd & Aleshire subsequently lost its Seagram business.

■ The agency has also dropped Alitalia Airlines, Lanvin Parfums, the Frenchette division of Carter Products and Grove Laboratories' Pazo.

In addition, more accounts are slated to leave. Harry B. Cohen Jr., vp, secretary and treasurer, told AA that the tourist accounts —headed by the European Travel Commission—will move out. Some of this business may go to Gardner Advertising, which acquired Alitalia along with the former Cohen, Dowd account supervisor, Filippo Theodoli.

Mr. Cohen said that some fashion accounts are scheduled to move, including Suzy Perette, Hannah Troy, Schuster Woollens, Richelieu Pearls, Lovable Brassiere and Conmar Products. These accounts have been serviced by Michael and Milton Raymond, who came from the Dowd, Redfield organization.

The Raymonds have not yet announced their plans.

■ Cohen, Dowd & Aleshire will retain all the previous Cohen & Aleshire business, plus several accounts which came in through the Dowd merger. Its roster now reads like this:

Kiwi shoe polish; Lady Esther division of Chemway; Lydia Pinkham; Grove's 4-way cold tablets and Fitch shampoo; Barbizon-Plaza Hotel; Hampden-Harvard Breweries; Norwich Pharmacal; Amstel beer; Cott Beverage Corp., and Chattanooga Medicine Co.

Harry B. Cohen Jr. told AA that the agency has other "new accounts" which he could not name at this time.

Mr. Cohen said there were no immediate plans to change the name of the agency.

■ Meanwhile, John Dowd is expected to reactivate his old New York office, at 501 Madison Ave. Despite the merger, Mr. Dowd never closed this office. It still answers to the old Dowd, Redfield telephone number—MU 8-1275. A small staff is working there now.

Dowd's New York office will service the Boston accounts and presumably will seek new business. According to the reported terms of Mr. Dowd's separation from Cohen, Dowd & Aleshire, he is prohibited from soliciting any accounts currently at Cohen, Dowd.

In 1958, the billings of Dowd, Redfield & Johnstone were estimated at $12,000,000; Cohen & Aleshire's billings were estimated at $8,250,000. When the two shops merged last June, Mr. Cohen predicted the combined operation would bill about $15,000,000.

For the year 1959, AA estimated billings of Cohen, Dowd & Aleshire at $11,000,000.

Harry B. Cohen Jr. told AA today that the agency will bill "in excess of $5,000,000 at a conservative estimate." #

Miller Publishing Names Soule

Miller Publishing Co., Minneapolis, has appointed Wayne M. Soule advertising sales representative in the upper midwestern area for *Feedstuffs*, *Croplife* and *Feedlot*. Mr. Soule was formerly advertising sales account executive for the *Mankato Free Press*, Mankato, Minn.

FOR KINGS—*This spread is part of a Father's Day gift section running in Vogue's May issue. The two gold-and-black spreads will feature Kings Men toiletries, Celanese fibers and Izod sportswear. Store promotions are planned and nine stores are listed in the ads. The agencies: Edward H. Weiss & Co., Chicago, and Chernow Advertising, New York.*

Shifting Farm Scene to Mean More, Not Less, Consumer Spending by Farmers: Babcock

CHICAGO, May 3—The farm market will show its greatest gains "in the years ahead" in its consumption of goods and services for family living and personal use, according to R. J. Babcock, president of Farm Journal Inc., in direct contradiction to those who suggest that the farm market for consumer goods is shrinking as the number of farmers declines.

As fewer families divide a total farm income that will be steadily increasing, Mr. Babcock said, the net income per family—the amount that is left over after all farm production costs have been paid—will rise even more sharply than total farm income.

U.S. farm families will spend and save $250,000,000 in the next five years, he told the assemblage at the agricultural marketing and advertising seminar, "Farm Marketing in the '60s," sponsored by the Chicago Area Agricultural Advertising Assn. yesterday.

■ Mr. Babcock said farmers will become even better customers for manufacturers of farm implements and other goods used in production of food and fiber.

From sources other than their own farms, Mr. Babcock said, farm families will derive $8.5 billion in the next five years. "Some of this will be wages and payments from other farmers for services performed; some will be from land rentals, interest, dividends, annuities . . . And a large portion of this sizable sum will be wages and salaries from business and industry."

■ He continued: "This 'other income' makes the difference between the $11 billion of net income from farming and the nearly $20 billion of actual net income of farm families."

He noted that there is a "strange tendency" on the part of some people to label these earnings "evidence of weakness in the farm market, rather than strengths. Granted that there are families who must eke out their farm incomes with other work, just as there are school teachers who drive taxicabs after hours."

Some "highly significant" facts about farm families' "other income" cited by Mr. Babcock included: (1) Modern machinery has made it possible for farmers to do their work in less time than ever before, allowing them time for outside jobs and (2) modern appliances on the farm have made it possible for many farm women to change their whole pattern of homemaking and join the off-farm labor force.

■ L. E. Dearborn, general sales manager, tractor and implement division, Ford Motor Co., said imaginative new marketing methods are enabling farm equipment producers to get high initial impact for new products and to plan

(Continued on Page 112)

'It's Only a Laxative' . . .

'Umpteen Years' Usage Justifies 'Liver' on Carter Label in Canada

Health Officials Tell Parliament of Probe of Sun Tan Lotions

OTTAWA, May 3—If the word "liver" has been declared illegal in the company's advertising in the U. S., why is the manufacturer of Carter's Little Liver Pills permitted to use the word in its advertising in Canada?

This was the question posed in Parliament today by Harold Winch, of Vancouver East, and quickly disposed of by Dr. C. A. Morrell, director of the food and drug branch of the Canadian Department of Health. Said Dr. Morrell:

"Carter's Little Liver Pills are nothing but a laxative."

He added that the maker had not been required to delete the word "liver" in its advertising although this has been done in the U. S. "The name has been used in this country for umpteen years," he said.

■ James McGrath, of St. John's East, Newfoundland, said there is a shaving lotion being advertised in Canada which is supposed to darken the skin to give the appearance of a sun tan, adding that the medical profession has objected to the sale of the preparation.

Dr. Morrell said the preparation (unidentified), is being studied by his department, which is not convinced it is dangerous. No complaints about it have been received from the medical profession, he said. Dr. Morrell added that his department has no authority over cosmetics. But drugs have to be submitted to it before being advertised for sale in Canada.

Arthur Smith, of Calgary South, asked if any consideration has been given concerning government control of cosmetics.

At this point Health Minister Monteith entered the debate, saying it might be dangerous, apparently implying that Canadian women wouldn't stand for it.

Dr. Morrell said that a preparation from abroad which claims to be a treatment for cancer is not allowed general entry into Canada and cannot be advertised. He added that private shipments are allowed entry only on a doctor's prescription. #

Ketchum May Set Houston Office for Gulf; No, Says Y&R

HOUSTON, May 3—Reports that two major agencies will open offices here following the move of Gulf Oil Corp.'s marketing department to Houston from Pittsburgh appear to be true in part.

Ketchum, MacLeod & Grove, Pittsburgh, told ADVERTISING AGE it will take the step "if the client wishes." The agency would neither confirm nor deny reports it has been scouting office space in the Texas metropolis.

Young & Rubicam, New York, on the other hand, flatly denied that it was contemplating setting up a Houston office.

Gulf has been consolidating its domestic marketing operations in its Houston headquarters. Houston is the center of the oil tool industry and also the center of refinery operations for 24% of the nation's total refining capacity. It is also strategically located between domestic operations and those in Venezuela, Aruba and, lately, many other Latin American countries, through the port of Houston.

■ Both advertising agencies were reported to be thinking about establishing Houston offices by the *Houston Chronicle*. A spokesman for Gulf in Houston likewise told the *Chronicle* the move by the two agencies isn't definite yet, though it is contemplated. Gulf's marketing department is expected to be in operation in Houston by the end of the year.

Young & Rubicam handles Gulf's retail advertising program; it has 14 offices. Ketchum, MacLeod & Grove has three offices; it handles Gulf's industrial and direct advertising programs. #

Mann Leaves Weiss to Join Max Factor as Ad Manager

CHICAGO, May 5—Marvin L. Mann, vp of Edward H. Weiss & Co., will join Max Factor & Co., Hollywood, on June 13 as director of advertising.

Marvin Mann

Mr. Mann has been associated with the Weiss agency for the past 22 years as a vp, member of the board of directors and a member of the executive committee. He also served as secretary of the agency and until last year was radio and tv director.

Mr. Mann succeeds Nelson Gross, who left Factor earlier this year (AA, Jan. 18).

■ The appointment of Mr. Mann came on the heels of an agency change in which Factor moved its lipstick shade advertising from Kenyon & Eckhardt to Carson-Roberts. The account reportedly bills about $700,000.

At the same time, Factor announced that K&E had been appointed to handle a new product, reportedly a product for women, which will be launched this fall. K&E will continue to handle the rest of its Factor business. Carson-Roberts has handled the company's men's line for nearly two years. #

Highlights of This Week's Issue

Florida Citrus Commission may raise its per-box advertising assessment ..Page 8

Sen. Warren Magnuson (D., Wash.) considers sponsoring a special advertising tax which would be used to finance the development of non-commercial educational tv services .....Page 22

Granco Products launches a nationwide advertising campaign to promote the 20th anniversary of the fm industry .....Page 24

E. I. du Pont de Nemours & Co. schedules a tripartite campaign to promote nylon hosiery .....Page 25

Sig Thomas Bardal, formerly advertising director of the Toronto Globe & Mail, is awarded $5,499 damages in his $85,000 claim against the newspaper for wrongful dismissal .....Page 26

McGraw-Hill Publishing Co. survey on "Business Plans for New Plants & Equipment" reports industry will spend $9.5 billion for research and development in 1960 .....Page 30

Minnesota supreme court declares unconstitutional the state's fair trade law, which permitted manufacturers to establish minimum resale prices for their trademarked products .....Page 38

H.I.S. Sportswear launches campaign for tight-fitting tapered Trews slacks, using the theme, "Be the man you want to be" .....Page 39

Charles W. Hoyt Co. closes Miami office because of insufficient business .....Page 40

Herbert D. Bissell, marketing vp of Minneapolis-Honeywell Regulator Co., says business paper advertising needs "less emphasis on generalities and more on usable information" .....Page 46

Earl W. Kintner, chairman of the Federal Trade Commission, says the time may have come to call greater attention to the good and constructive things being done in advertising .....Page 48

W. Howard Chase, former head of Communications Counselors, public relations affiliate of McCann-Erickson, indicates that a principal reason he withdrew from the company consisted of the implications of "leverage"—the use of advertising to influence the use of editorial space—which, he pointed out later, plagues all agency pr, not just McCann's .....Pages 3, 49

Sigurd Anderson, member of the Federal Trade Commission, says the extent of governmental restrictions on advertising during the 1960s will be determined by the attitude of advertisers ....Page 52

Schenley Distillers launches a $250,000 newspaper and magazine campaign to promote Samovar vodka .....Page 53

New Daily, first new national daily newspaper to be launched in Britain since the ill-fated Recorder in 1953, goes on sale .....Page 54

Japanese advertising expenditures of $404,500,000 for 1959 show a 36.7% increase over the 1958 level .....Page 60

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Paul West, ANA President for 28 Years, Dies at 67

NEW YORK, May 5—Paul Brown West, president of the Assn. of National Advertisers and head of ANA for 28 years, died early today at Madison Ave. Hospital from cancer. He was 67, and had been ill for more than a year.

He joined the ANA in 1932, after having been advertising manager of National Carbon Co. He came to ANA, as he told an ADVERTISING AGE reporter in 1957, thinking that he would be in the job "about two years." He arrived on the scene at a time when the furore over agency commissions was at its height. He was to go through the whole experience again 23 years later, and the ANA's temperate stand on agency commissions—after the anti-trust consent decrees entered into by the media associations and the American Assn. of Advertising Agencies—was largely attributable to his experienced viewpoint.

Paul West

■ Mr. West spent nearly all of his business life in advertising. He graduated from Williams College in 1914, became a Union Carbide trainee in Montreal, returned to the U.S. to join the army in World War I, got to OCS and served as a second lieutenant. He went to New York, and worked for Murray Howe & Co., a Carbide house agency which was absorbed by William H. Rankin Co. He later worked for Haynes Stellite Co. after Union Carbide bought the cutlery and industrial tools company, and later was shifted to National Carbon as advertising and sales promotion manager.

■ When he came into ANA it had a long history and a low budget—$80,000 and 250 members. It currently has 665 members, and a budget of more than $500,000.

Mr. West's spare figure and aquiline face became a landmark on the national advertising scene. He built ANA into a major force, and a mainspring in the creation of the Advertising Council and the Advertising Research Foundation. He was the first president of the Controlled Circulation Audit (now Business Publications Audit). His services to advertising were recognized by the receipt of the Poor Richard Club award and the *Printer's Ink* Gold Medal.

■ Mr. West's articulate qualities made him a leading spokesman for advertising, and particularly for the advertisers' viewpoint. Thus on various occasions, he said:

• On his 25th anniversary at ANA—"The most important, overriding thing that stands out is the fact that advertising has come of age. The progress in better advertising management is outstanding." (When he came to ANA, only four official representatives of companies in the organization carried vp rank; in 1957 there were 51.)

• On the notion that advertising should be stepped up in war as a means of tax avoidance, in 1942—"To attempt to sell advertising on a false basis . . . is obviously an unsound business practice and has always been regarded so. For salesmen to try to take advantage of the situation for selfish gain not only does harm to all advertising

(Continued on Page 114)

NEVER FROST—*Norge is using outdoor posters like this for its new Never Frost refrigerator.*

'Excessive' Spending for Promotion Makes Magazines' Rates Too High, Daiger Charges

PHILADELPHIA, May 3—Many advertisers feel that magazine ad rates keep climbing because of heavy promotional campaigns by publishers, according to Robert Daiger, president of VanSant, Dugdale & Co.

Mr. Daiger told the Philadelphia Magazine Managers Assn. yesterday that many advertisers feel increased rates carry the cost of unnecessarily elaborate, costly and too-often-used promotional material.

"We sense this feeling more and more among some of our clients," he said, "that publishers are not spending their dollars as carefully as the client spends his own."

This, he said, amounts to poor public relations by publishers. Circulation races also leave clients cold, said Mr. Daiger, because they often disregard specialization and create extra circulation which is of only marginal value. #

Ad 'Leverage' Is Widespread Problem, Not McCann's: Smith

NEW YORK, May 5—When asked today about comments on advertising "leverage" which he made at the 11th annual Atlanta Advertising Institute (*see story on Page 49*), W. Howard Chase, former head of McCann-Erickson's public relations affiliate, expressed concern lest his remarks be construed as an attack on McCann.

"I was pointing to certain general conclusions on advertising and public relations generally, and not specifically at McCann-Erickson," he said. "I've got lots of friends there and did not leave in any spirit of animosity. I don't think public relations should be connected with advertising, for the sake of both of them."

■ McCann-Erickson's president, Marion Harper Jr., declined to comment on Mr. Chase's talk.

The pr head of one of McCann's close competitors, who would not be identified, commented: "There is no such thing as 'leverage.' Any qualified public relations man knows damn well he'd get bounced on his ear if he ever tried to do that. You just don't lever with any important publication. That went out with the birds." #

HALF RICH—*Formfit Co., Chicago, is running ads like this in trade publications to reach corset buyers. Tatham-Laird is the agency.*

Ogilvy Outlines Tourism Campaign to Senate Unit

Promotion of Travel From Abroad Is Less Than Congo's: Jackson

WASHINGTON, May 3—David Ogilvy, president of Ogilvy, Benson & Mather, went before the Senate committee on interstate and foreign commerce today to demonstrate how the nation's unfavorable trade gap could be closed through judicious government expenditures for tourism ads in foreign periodicals.

He dazzled committee members with slides for a "Visit the USA" campaign, which he previously had presented to the American Assn. of Advertising Agencies convention last year (AA, April 27, '59). In offering his "samples," Mr. Ogilvy emphasized that he was not making a presentation in behalf of his own agency. He said he would be happy to turn over his layouts to whatever agency the government hired to conduct a tourism campaign.

An array of witnesses from the marketing and travel fields were before the committee to support S.3102, which establishes an Office of International Travel & Tourism. Under the bill a sum equal to 0.5% of the money spent here by foreign tourists would be appropriated annually for advertising and other promotional activity abroad.

■ Osmond Jackson, vp Continental Illinois National Bank & Trust Co., Chicago, told the committee, "The U.S. is between Singapore and the island of Cyprus, and well below Belgian Congo" in its expenditures for foreign travel promotion.

He noted that tourism brought nearly $1 billion of credits to the U.S. in 1958—exceeded only by such items as machinery and autos.

Nevertheless, he said, increased travel by Americans abroad resulted in a $1 billion "deficit" in tourism dollars, an amount equal to roughly one-fourth of the total trade deficit.

Under the formula contained in S.3102, the proposed Office of International Travel & Promotion would have been budgeted at $4,850,000 this year. This money could have been decisive in making a success of the "Visit USA in 1960" promotion, according to Sumerset Waters, of Child & Waters, New York. Without government support, he said, promotion efforts of private groups were unable to tell the story effectively.

■ "The time has come," Mr. Waters declared, "for the U.S. to recognize that it has a direct responsibility for attracting more foreign visitors." He showed tearsheets of 168 ads for foreign travel from eight U.S. magazines in a 30-day period.

He said surveys in Hawaii and other areas that have studied tourism show that government itself profits from promotion investments. In Hawaii, he reported, the state gets about $16 in revenue as a result of every $100 spent by tourists.

■ Mr. Ogilvy began his presentation by showing the senators samples of ads which his agency has used in its campaigns for British Travel Assn. and for the Commonwealth of Puerto Rico. "In 10 years," he said, "Great Britain's income from travel by Americans has increased from $72,000,000 to $180,000,000 and has become the largest single source of dollars. In six years, Puerto Rico's tourism dollars have increased from $8,000,000 to $40,000,000, and the 'image' of the commonwealth has been greatly improved," Mr. Ogilvy said.

He explained that his agency seeks to determine what foreigners like or dislike, and said, "You play your strengths, and don't boast about your weaknesses."

"In this advertising," he said, "we urge that there should be no emphasis on the materialism, on the physical wealth of the U.S., of the buildings, the automobiles, the refrigerators; but great emphasis on the spiritual values inherent in American life, on the extraordinary beauty of the American landscape and, above all, on the friendliness of the individual."

■ He estimated that 12 spreads using the kinds of ads he submitted could reach 11,000,000 people in 14 countries for about $2,000,000, including production costs and supporting materials. Additional expenditures would be required to reach potential markets in South America and Asia, he indicated. #

Monarch Foods Shifts to Shaw from D'Arcy

CHICAGO, May 3—D'Arcy Advertising Co. has announced a "termination of association" with the Monarch division of Consolidated Foods Corp., River Grove, Ill.

Monarch has appointed John W. Shaw Advertising as its new agency. First assignment for Shaw, according to Richard A. Smith, Consolidated's ad director, is the development of a national consumer campaign for Monarch's low-calorie diet foods. The campaign is scheduled to begin in the fall.

Monarch produces canned foods in a regular line, a diet foods line and an institutional line.

D'Arcy has had the account, which is believed to have been billing in the neighborhood of $100,000, since 1956. #

Koehl, Landis Adds One

The Netherlands West Indies Tourist Bureau has appointed Koehl, Landis & Landan, New York, to handle its advertising for the Netherland Antilles, comprising the islands of Aruba, Bonaire, Curacao, Saba, St. Eustatius and St. Maarten. Charles W. Hoyt Co. is the previous agency.

Media Prices May Be Too Low, Bernstein Says

Cost Hike Might Yield Fewer, More Effective Ads, AA Exec Tells ACA

TORONTO, May 3—Advertising media will have a threefold role in finding more economic and efficient methods of delivering effective selling messages in the 1960s, according to Sidney R. Bernstein, editorial director of ADVERTISING AGE.

He told the Assn. of Canadian Advertisers here today that media must:

• Provide an audience for advertisers "which is not only adequate in numbers, but also clearly defined, reasonably homogeneous and free from waste, and so clearly delineated as to permit advertisers to use it to the greatest possible advantage."

• Keep advertising believable.

• Keep the total quantity of advertising within bounds.

One way of keeping it in bounds, and thus increasing its effectiveness, he indicated, might be to reduce the total volume of ads by increasing media costs to advertisers.

■ Mr. Bernstein said that a fourth area—where media will be vitally concerned, but where advertisers

(Continued on Page 118)

Reps Hit BBDO Summer Discount Suggestion for TV

'Unfair to Regulars,' 'Wouldn't Always Reflect Audience Size,' They Say

NEW YORK, May 4—A letter sent out by Batten, Barton, Durstine & Osborn last week to all tv stations asking their opinions about summer discounts has raised quite a rumpus among station representatives.

All of the representatives queried by ADVERTISING AGE were opposed to a summer rate incentive. Some of the reasons given were: (1) It would be unfair to year-'round advertisers, (2) rates are already low enough, (3) some stations have larger audiences during the summer than winter, and (4) reducing the rates would only serve to reduce the revenue and thereby possibly decrease the quality of the programming.

Despite the strong opposition of the representatives, a fair number of stations responding to BBDO's query have said that if other stations would reduce their rates, they would, too. Ed Fleri, media coordinator of spot radio-tv at the agency, said well over half of the stations have responded to the letter so far, with most of them explaining that they have given thought to summer discounts and are watching the situation carefully.

"A small percentage of the total stations responding said that they now have summer discounts," Mr. Fleri said, "and they are some of the key stations in the country."

■ Mr. Fleri said that several BBDO clients expressed an interest in finding out more about summer discounts when they heard several stations were in-

stituting such plans. He said the query was not necessarily made for this summer and added that no orders have been placed yet.

One of the groups Mr. Fleri referred to is Westinghouse Broadcasting Co. which recently introduced an "optional equation plan" for its five tv stations—WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh, and WJZ-TV, Baltimore. The plan, which involves a rearrangement of Westinghouse's existing discount structure (*see story on Page 32*), gives advertisers 35% summer discount for all or any part of a 13-week period, beginning June 5. Year-'round advertisers have the option of choosing the 35% discount for the 13-week summer period and 15% during the other 39 weeks, or remaining on their current 20% continuing weekly discount for the entire year.

All of the representatives questioned by Advertising Age said none of their stations now have summer discount. Tom White, tv sales manager at Avery-Knodel, said, "One of our stations, WWTV, Cadillac, Mich., has said that it might even raise its rates during the summer because of the greater number of sets tuned in then."

■ Lloyd George Venard, of Venard, Rintoul & McConnell, said, "In the summer resort areas, the summer radio-tv audience is larger than the winter audience and it would be very difficult to have a summer discount apply on stations in these areas.

"Most of the firms in the past that have asked their agencies to inquire about summer discounts have been clients that do not use either tv or radio the year-'round, and many of them do not use tv at all.

"We are awaiting developments, but our stations, for the most part, have been cold to the idea. Several have expressed the opinion that a 52-week contract, non-cancelable, might change the picture," Mr. Venard added.

James McManus, tv sales manager at Branham Co., said his company has advised its stations not to offer a summer discount. "We feel that our rates are low enough now," he said, "And we don't feel that tune-out is great enough to warrant a summer discount."

■ Martin Nierman, exec vp at Edward Petry & Co., felt that the BBDO letter left too many questions unanswered. He asked, "Would there be an increase in business to compensate the stations for lower rates? Would companies become summer advertisers because of this incentive even if their products do not lend themselves to summer advertising? Why should people who come in for the summer get an advantage over the year-'round advertisers?

"We have established fair rates the year-'round," Mr. Nierman said. He added that it was not right for an advertiser to base his purchase solely on sets in use.

Lloyd Griffin, vp and tv director at Peters, Griffin, Woodward, said, "The real tv summer slump is in network programming through repeats and summer replacements. However, summer viewing on the networks should be good this year," he added, "with the political conventions, the specials and athletic events that are scheduled. Station programming generally holds constant in quality the year-'round.

"Our objective is to find more advertisers who can use tv on a national spot basis to sell their products in the summertime. We do not believe this can be achieved by cutting rates. A tv station's summer objective should be to become more effective in entertainment and sales, not cheaper," Mr. Griffin concluded.

■ Jack Denninger, sales manager at Blair TV, said, "You can frequently make better buys and reach more people per dollar spent in summer than in other seasons because the most desirable spots are available in all time classifications.

"Moreover, as an example, if an advertiser had $100,000 per month to spend during September, October, November and December, he might be better off if he took that $400,000 and allocated it instead at the rate of $80,000 per month for a five-month period beginning Aug. 1—the reason being that he would have sufficiently better spots, due to his earlier summer buying, to give him more audience in the fall and winter months with the $80,000 expenditure than he would have reached with the original $100,000 a month.

"Furthermore, he'd be getting the jump on his competition through his August advertising which, in effect, would have cost him nothing." #

SLIDER—*Brown & Williamson will introduce its Viceroy slide-top case via newspaper ads such as this, plus tv spots, in Washington, Oregon, Arizona and Kentucky. Ted Bates & Co. is the agency.*

Niagara Cyclo-Massage Seeks Agency Presentations

Niagara Cyclo-Massage, which bills in excess of $1,000,000 a year through George L. Mallis Co., Philadelphia, has reportedly informed the latter that the company will select a new agency. George Murphy, president of Niagara, has called in a number of advertising agencies from Philadelphia and New York for presentations, and reportedly will make a decision May 20. George Mallis told Advertising Age that he was not aware that he was fired. He said his client told him a number of agencies have made presentations.

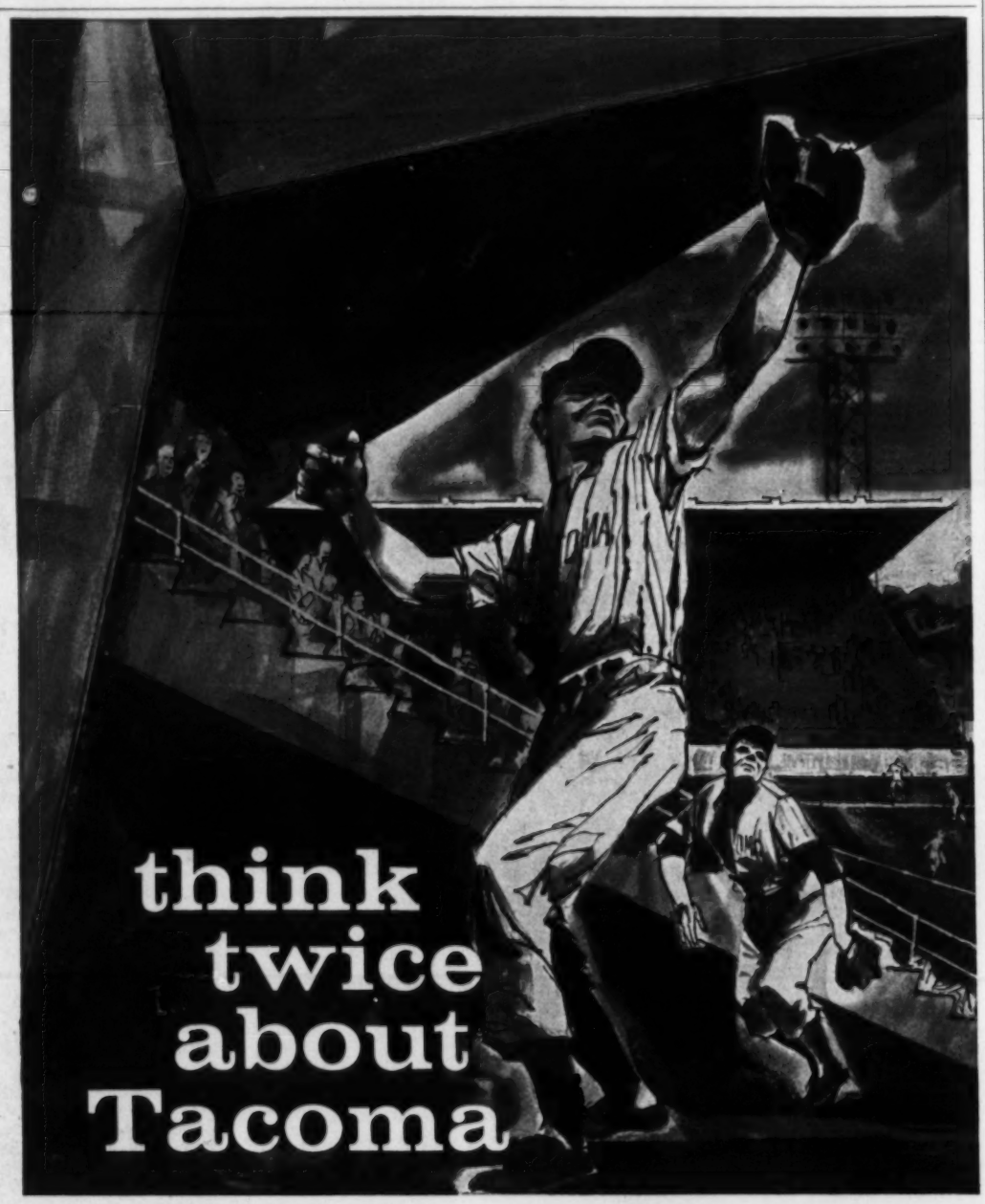
However, it was learned that Mallis was asked to make another presentation along with such agencies as Wermen & Schorr, Gray & Rogers and W. B. Doner Co., all of Philadelphia.

Lanolin Makes Halogene

In "Advertising Expenditures in Newspapers, 1959," copyrighted by the Bureau of Advertising, American Newspaper Publishers Assn., and published in last week's AA, Halogene was erroneously listed as a product of Lydia E. Pinkham Medicine Co. Actually, it is produced by Lanolin Plus Inc. The product spent $1,450 in newspapers last year, thus revising the Pinkham total from $479,256 to $477,806 and Lanolin's investment from $200,089 to $201,539.

Kelly Joins Hickerson

Philip J. Kelly, who resigned as vp of Lynn Baker Inc. on March 8, has joined J. M. Hickerson Inc., New York, as a vp. Prior to joining Baker two years ago, he had been marketing vp of Calvert Distillers Co. Mr. Kelly is president of New York Sales Executives Club.



where things are happening to keep business good . . . *and make it better!*

This year, Tacoma replaces Phoenix in Pacific Coast League baseball. Results? Tacoma has a new $1 million ball park, a new $250,000 payroll—and led all PCL cities in 1960 advance season ticket sales! Things *are* happening in Tacoma—to keep business good and make it *better.*

So, when you're planning a promotion—*think twice about Tacoma.* First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1960 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1960 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive • West Hempstead, N. Y.

Looking for faster turnover at Colonial Stores?

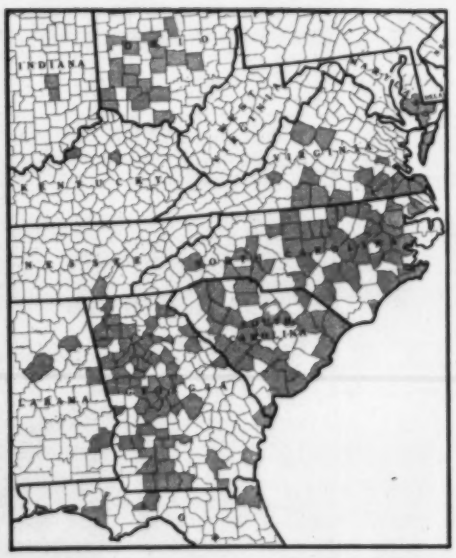
JOSEPH SEITZ, *President*
Colonial Stores
Atlanta, Georgia

Let Mr. Joseph Seitz, President of Colonial Stores, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"THIS WEEK Magazine is distributed by strong and respected newspapers—a solid reason for its effectiveness in pre-selling the famous brand products in our stores. We know the power of THIS WEEK—for it speeds the regularly advertised products off our shelves. Our store managers are well aware of the sales impact of THIS WEEK promotions."

Joseph Seitz

JOSEPH SEITZ



A Marketing Report on COLONIAL STORES from the THIS WEEK Magazine 8th BIENNIAL GROCERY STUDY

459 stores. $450,748,917 estimated annual volume.

1959 was the best year in the history of Colonial Stores. Sales reached an all-time high of over $450 million and average sales per store climbed to $982,023.

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Text of Purex Corp.'s Advertising Policy

Advertising in our field has become more and more exaggerated as products tended to level out in performance. To achieve a competitive advantage, advertising has sought to magnify unimportant differences, has resorted to the clever, tricky product promise, and has claimed more and more unbelievable benefits.

As a result, consumer belief in the honesty and sincerity of advertising claims has declined in the past few years and in our opinion is rapidly becoming a serious problem. Purex management is concerned selfishly, because we recognize that without a justifiable confidence in the honesty and sincerity of an advertising message, the value of that message in selling our products is heavily discounted. The cost of delivering advertising messages has climbed terrifically in the past ten years. To contribute to still higher costs through loss of consumer confidence in our advertising messages is unforgivable.

Not only is management concerned with the public's declining belief in the honesty of advertising messages, but our stockholders and employes also. The success of a marketing company like Purex depends upon the success of its advertising messages in attracting new customers just as the success of our products depends upon their value to their present users. Our advertising messages are limited in number, because we are not as heavy advertisers as our principal competition. Hence they must be more convincing and believable and work harder for us in creating new users who will stay with us. Otherwise sales go down, earnings go down, dividends are not earned, our manufacturing plants run part time instead of full time, and we fail to grow.

Because of these facts, we have had numerous discussions in executive marketing committee and with our advertising department and our advertising agencies, and have defined for the guidance of all concerned Purex's policy on advertising claims and promises:

1. Purex advertising shall not claim nor promise by implication any product performance or characteristic which is not fully supported by evidence supplied by laboratory research, consumer research, or similar factual information. In simple language: "Keep it honest."

   This means Purex advertising must not make use of the legal but dishonest device of the "hedge" and the "weasel" by which displayed promises or claims are legally discounted in fine type with the expectation they will be overlooked by the casual reader.

   In tv commercials it means that visual demonstrations will be real ones within the time limits of the commercial. If because of these limits demonstrations must be cut to a beginning and an ending, the audio must explain the fact if it is not obvious to the viewer.

   Comparative claims for Purex products must be clearly supported by research laboratory tests vs. competitive products. Such tests are not to be made against inferior brands, but against the best competitive product on the market.

2. Purex advertising should tell its product story so clearly, honestly, and believably that the consumer will recognize it as a sincere message deserving her confidence.

   This applies not only to advertising in broadcast and print media, but also to package copy. It also applies to such exaggerated product claims as imply virtues that may be legally defensible but realistically untrue.

3. The test of whether anything is permissible in advertising copy under Purex's policy is to ask: "Is it the truth? Are we being strictly honest or are we tricking the consumer into believing something for which there is no basis in fact?"

■ We have learned, with the help of homemakers who have told us what they want in a product, how to design our products. Our growth has been due primarily to the housewife's ability to discern the product that is honest and a value.

None of us needs to be sold on the corporate principle of keeping faith with the users of our products by never deviating from the policy of making the best products we know how and maintaining that standard of quality continuously. We know that the intelligence of the consumer historically has been capable of discriminating between the inferior product or the product that lacks consistently uniform standards of quality, and the high-quality, good value product that can be depended upon week after week and year after year. We would not willingly violate this confidence in the quality of our products.

Purex advertising is also one of our products, and the least we can do—regardless of what our competitors may do or of how they may tempt us into retaliation—is to apply the same policy to it that we do to Purex products. #

Purex Pioneers with Policy Statement

MONTEREY, May 2—A detailed statement of policy to govern all of its advertising has been adopted by Purex Corp., Southgate, Cal.

The policy, one of the first to be publicly announced by a West Coast corporation, was outlined here last week to the 14th annual West Coast ANA meeting by Leslie C. Bruce Jr., Purex director of advertising.

Purex thus became the only business firm represented at the ANA meeting to publicly announce an advertising policy designed to establish ethical standards. The policy is reproduced here verbatim.

produced in Zululand

LOCAL BOY MAKES GOOD!

In the jungles of Africa—the Strait of Gibraltar—or the steel mills of Gary—real people in real situations work with our film specialists. This "on location" help enables us to give you, our clients, more authenticity for less.

We go anywhere to produce custom-made visualizations of your product material story, unusual assembly innovation, or interesting new development. Our business is to help you tell and sell it. For complete details, contact

The JAM HANDY Organization
NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4000 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

AFA Fifth District Names Head 'Adman of Year'

The Fifth District Advertising Federation of America, meeting at Columbus, O., has named George W. Head, manager of advertising and sales promotion of the National Cash Register Co., its "advertising man of the year."

George W. Head

At the same time fifth district also named Kroger Co., Cincinnati, and its agency, Campbell-Mithun, Chicago, grand prize award winner in its annual advertising awards competition.

Nash Joins Crowell-Collier

Crowell-Collier Publishing Co., New York, has appointed Edward L. Nash director of advertising and sales promotion. Mr. Nash was formerly an account executive with Smith, Hagel & Knudsen, New York.

How many times
have you
told yourself?

KEEP YOUR HEAD DOWN-KEEP YOUR HEAD DOWN-KEEP YOUR HEAD DOWN-KEEP YOUR HEAD DOWN-KEEP YOUR

The trick in making a message stick is repeating it over and over again. That's why wise advertisers demand *frequency*. And in The Saturday Evening Post you get an added measure of frequency, at no added cost. ■ That's proved by Ad Page Exposure, the new study of media effectiveness which counts the times readers turn to your ad page. (Take the Campbell's Soup ad on page 47 in this week's Post. A reader looks at page 47 – bang, one Ad Page Exposure.) ■ Your ad page in a single issue of the Post gets more than one exposure per reader. Fact is, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ■ As for reader quality, your Post ad page is seen three million more times by readers in larger families (3 or more persons) . . . half a million more times by readers in the $4,000-and-over households that account for two-thirds of all durable and package-goods spending. ■ To putt it mildly, The Saturday Evening Post helps you score with people who count, because . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

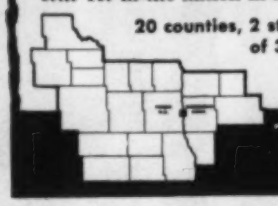
Note: Total Ad Page Exposure to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000.

cigarettes **Go Far in Fargo!**

Pall Mall / Camel / Life / Salem / Alpine . . .
a few of the famous brands that use
The Forum to GO FAR *in* FARGO.

Only the Fargo Forum sells ½ of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

The Forum reaches 3 out of 5 families in this 20-county market, 9 out of 10 in the Fargo-Moorhead metropolitan market (compared to only 8% coverage by any Minneapolis daily). Now a SRDS additional standard metro area, Fargo is *still 1st* in the nation in retail sales per household.



20 counties, 2 states, but only one market of 315,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly-Smith Company

Florida Citrus May Hike Its Ad Assessment: Hooks

State Lags Behind Other Areas, Private Marketers, He Asserts

DADE CITY, FLA., May 3—The Florida Citrus Commission may raise its per-box assessment to growers. Its general manager, Homer E. Hooks, has outlined the need for spending additional advertising funds.

Speaking to the 15th annual Gulf Coast Citrus Growers Institute, Mr. Hooks noted that Sunkist Growers of California, Florida's principal citrus competition, is assessing its growers nearly three times as much as Florida.

"Many companies are spending up to 12% of their retail product value on advertising," he said. "Adding up all we are doing, including estimated expenditures by private brand advertisers, the total spent is barely 1% of the value of our fruit and juices in the store."

Mr. Hooks said, "Since we must, under law, advertise in the same dollar proportion as the crop is utilized, we are spending this year about $480,000 to advertise fresh oranges, while Sunkist is spending all its $2,500,000 on fresh—or six times as much as we are."

■ He said General Foods' Tang is reportedly spending $7,000,000 a year on advertising, which is more than the entire Florida commission budget for all products and all services.

Increasing advertising costs were described by the general manager as having reached the point where "the dollar spent for advertising ten years ago—or six years ago in the case of television—will buy about 60¢ worth of advertising today, and in some cases, much less than that."

He cited the recent four-month promotion voluntarily sponsored and financed by 22 concentrators as the kind of "hard-sell" program that might be considered by the commission if more advertising funds were available.

■ "Additional funds could provide the means to put on a concentrated, short-term promotion in behalf of a particular variety of fresh fruit or a processed product which had adequate supplies to back up such a program. This could be superimposed over and above the continuing basic consumer advertising program. And the evidence is in that this type of 'hard-sell' promotion tied in closely with our field merchandising—pays off in increased sales and continued benefits," Mr. Hooks said.

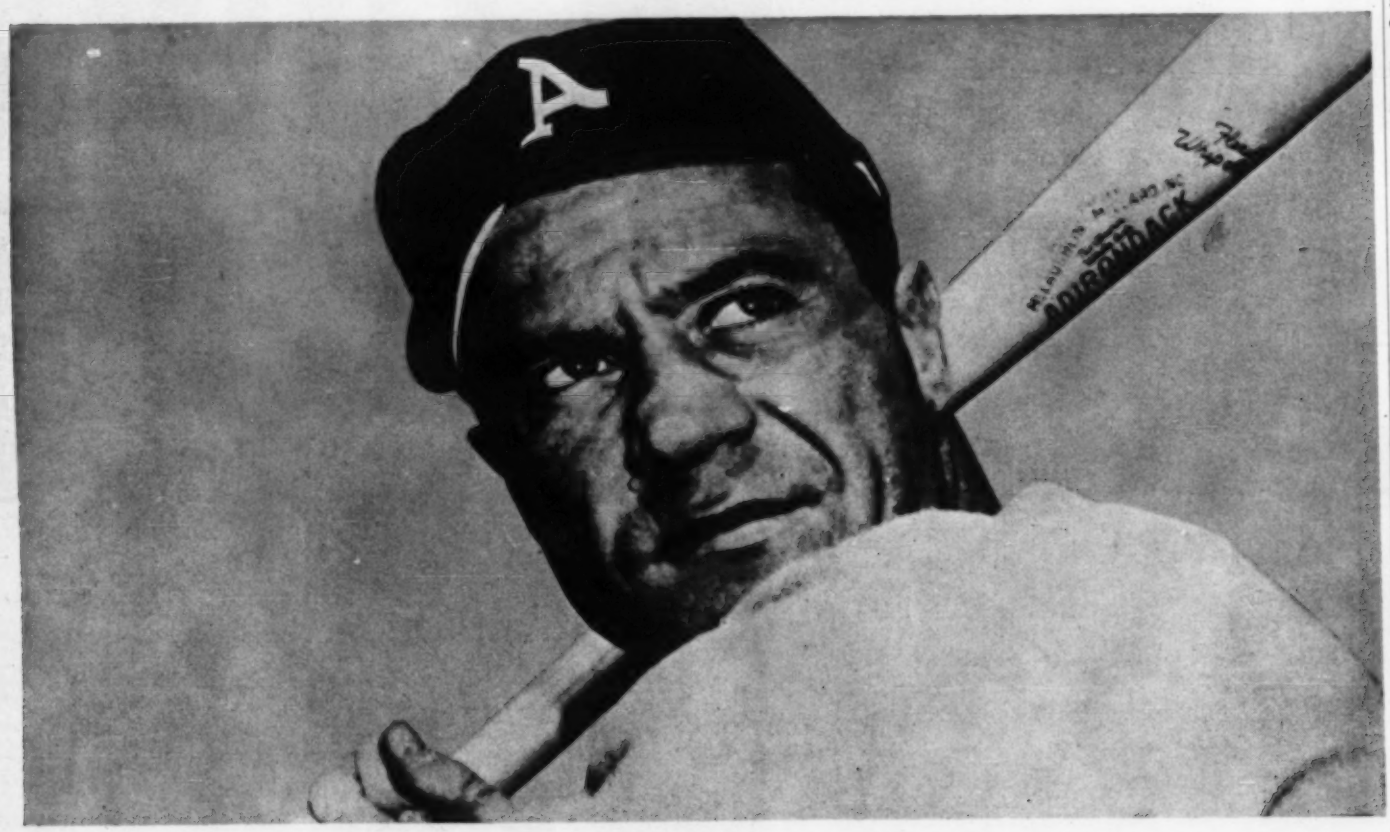
He also proposed intensification of the basic consumer advertising program, "12 months a year and properly balanced by media and by markets. We could bolster our program in markets where we are doing well, to protect our franchise, and at the same time move vigorously into new markets where help is needed."

■ The need for expanded advertising and promotional work for citrus in European markets, "which can be a major outlet for Florida citrus," was noted by Mr. Hooks. He added that efforts could be made in South America and the Iron Curtain countries if European trade barriers are prohibitive.

Mr. Hooks continued, "Simply from increased costs alone, we are slipping behind in promoting Florida citrus at a rate comparable to that of the past several years. And this says nothing about increasing crops ahead, which will require the most vigorous and aggressive promotional effort to move them. Nor does it take into account the ever-increasing activity of the hundreds of drinks, beverages, and other fruits that compete with Florida citrus." #

Canadian Government OKs Licenses for Montreal, Toronto

The Canadian government has approved the Board of Broadcast Governors' recommendations for second tv station licenses in Montreal and Toronto. This confirms that the Montreal license for channel 12, English, will go to Canadian Marconi Co. and the license for Channel 10, French, to Paul l' Anglais & Associates. The Toronto license will go to Baton Aldred Rogers Ltd., a company controlled by the *Toronto Telegram*.



"We Can Lick Anybody in the League!"

.....the Yankees, the White Sox, the Indians . . . *all* the heavies in the American League. (Course, they lick us occasionally, too.) □ BUT—it's the fun of the sport and the spirit it engenders that count. The spirit that has drawn over a million fans a year for the five seasons Kansas City's had the A's . . . . . that's battin' .400 in *any* league! □ With Merle Harmon and Bill Grigsby again play-by-playing it for SCHLITZ and SKELLY, we confidently expect to lead the *radio* league again in this important heartland market, regardless of where the A's finish. And someday — soon? — that should be in the First Division!

Again this year Schlitz & Skelly bring all the A's games to the Heartland.

WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MO.

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC. / REPRESENTED BY HENRY I. CHRISTAL CO., INC.

HOW DO THE C-O'S STACK UP?

PROGRAM HIGHLIGHTS

KCBS
SAN FRANCISCO

Live concerts by "Masters of melody"; lively musical games on "Night Number"; frequent Community Editorials; Dave McElhatton entertaining daily; 57 sports reports each week.

PROGRAM HIGHLIGHTS

KNX
LOS ANGELES

"The Bob Crane Show" and "The Condylis & Grant Show," comedy; "Opinion Please," a modern town meeting on an open phone line; "This Is Los Angeles," interviews interesting Angelenos; specials such as "Blackboard Dilemma."

PROGRAM HIGHLIGHTS

KMOX
ST. LOUIS

"At Your Service," a new information format; prime time public affairs features; 1,114 students in college credit courses; live local stereo concerts; Dr. Thomas Dooley's exclusive reports from Laos; news in depth; major sports.

PROGRAM HIGHLIGHTS

WBBM
CHICAGO

"Music Wagon," "The Josh Brady Show," "Supper Club," all live music, variety features; "The Paul Gibson-Joe Foss Show," with comments and records; "The Art Mercier Show," tips for sportsmen.

PROGRAM HIGHLIGHTS

WCAU
PHILADELPHIA

The Ed Harvey Show makes mornings springier; Bill Campbell Sports—better than locker room talk; Hugh Ferguson's "Rural Digest"; Bill Bransome's celebrity chats on "What Are They Doing?"

PROGRAM HIGHLIGHTS

WEEI
BOSTON

"Tom Russell (morning music) Show"; "Calder & Johnson Show," with comedy, live music and records; "Accent on Music" nightly with Bob Jones; News on the hour; Sports with Fred Cusick.

PROGRAM HIGHLIGHTS

WCBS
NEW YORK

Live entertainment with the Jack Sterling, Martha Wright and Freeman & Hayes shows, plus Dick Noel, Ed Joyce, Lee Jordan and Allen Gray. And New York's finest news and information broadcasts.

In the opinion of their listeners in seven of the top ten U. S. markets, the CBS Owned Radio Stations stack up high indeed! That's because the C-O's program for active listeners—not for the fringe hearing of people with their minds on other matters. The C-O's get attention because they ask for it, every hour of every day, with broadcasting designed for the alert adult mind. Look at our partial listing of locally produced programs and you'll see what we mean. And added to it is the unique strength of the CBS Radio Network with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS
REPRESENTED BY CBS RADIO SPOT SALES

C-O

At West Coast ANA Meeting . . .

Need for Industry Image Drive Told by Mithun; It's on Way, Frost Says

Mithun Cites Assurance All Organizations Will Share in Joint Effort

MONTEREY, CAL., May 3—A plea for an immediate and organized plan of action to clean up the business and restore the lost luster of advertising was made here last week during the closing sessions of the 14th annual West Coast meeting of the Assn. of National Advertisers (AA, May 2).

The concern of everyone present over attacks on advertising was crystalized by Ray O. Mithun, president of Campbell-Mithun, Minneapolis, who warned, "If we just put our heads in the sand, or try to kick truth out of the way, we will be in for a rude awakening in the 1960s."

Mr. Mithun told the 187 registrants for the ANA meeting to expect a doubling of advertising volume in the next 10 years, and of a need for 150,000 more people in the business "just to handle the extra work."

■ "Many of our spokesmen," Mr. Mithun said, "are beginning to voice a broadscale concern over the total tonnage of advertising and are asking how much the consumer can absorb.

"Perhaps there is a limit to the number of exposures any one customer can absorb in any one day," Mr. Mithun added, "and there is concern that additional networks or print will merely fractionate the audience and further raise the cost of selling.

"So we always come back to creativity," he said, "and everyone agrees that the growth in advertising tonnage places a greater premium on the need for greatness in advertising."

Mr. Mithun declared: "Almost everyone in this business today seems to be making pretty good time. But where are we going? What are the plans for this advertising business? Where is our marketing strategy and our platform?"

"The current emergency," he added, "will just naturally bring the ANA and the American Assn. of Advertising Agencies and the Advertising Federation of America closer together, to work for our common goals.

"Don Frost has urged me to be patient," he said. "He tells me that cooperative plans are being worked out behind the scenes, and that soon we will have a positive joint program for action by everyone and every organization."

■ Donald S. Frost, vp of Bristol-Myers Co. and ANA chairman, described the problems of self-regulation and reported on ANA efforts in this direction.

"Anything which undermines the stature of any part of advertising," Mr. Frost declared, "is damaging to the entire industry and to the promotional programs of our business.

"Advertising," Mr. Frost said, "now faces a real crisis in confidence, with attacks on industry programming, the legality of advertising content and a diminishing of the stature of advertising, both among the public and in government."

Basic responsibilities, Mr. Frost said, "must rest with the advertiser. The ground rules are well established and should be followed. Some criticism of content is not wholly justified, but it is also in this area that self regulation by the advertising client is obligatory."

■ ANA, Mr. Frost explained, has suggested methods by which advertisers can re-evaluate their advertising policies and programs and has started "working closely with the FTC on an interchange of information.

"We also have reactivated our governmental and public relations committees," Mr. Frost said, "but there exists a need for creation of a group to coordinate all phases and activities of advertising and to establish lines of communication with the public."

Charles W. Collier, exec vp of the Advertising Assn. of the West, took the floor to report on the work of his group. He asserted that "even if the ANA and the Four A's succeeded in cleaning house, about half of all advertising would still be in areas productive of much criticism."

Peter Allport, ANA vp, reported that magazines are attempting to handle their own policing through the Magazine Publishers' Assn. Newspaper publishers, he said, are "not doing as much on a national basis, but are working on local and regional problems."

■ Dr. Joseph E. Bachelder, director of the Industrial Advertising Research Institute, told the meeting the function of advertising is "the communicating of ideas, rather than the selling of a product.

"The basic problems of industrial advertising," Dr. Bachelder explained, "are rooted in the need to find out who buys, why they buy, what they should be told to get them to buy, and how this can be told most effectively."

He contended that "research has been a badly oversold technique and has been filled with gimmicks and wastage of money.

"The researcher and the agencies and the advertisers who use research," he declared, "must learn how to improve their techniques of research and must find better ways to use the results of such research."

■ Knox Bourne, Los Angeles, vp of McGraw-Hill Publishing Co., reported that, in his opinion, industrial advertising today is far better than it was 10 years ago, "because the trade magazine publishers have provided many new helps in upgrading this kind of advertising.

"In 1947," Mr. Bourne said, "industrial advertising was pretty pedestrian. Because it was cheap, it received no careful attention, and it was considered almost dishonest to spend a lot of production money on an ad that cost so little per insertion."

■ Continuing the discussion of "image," Crosby Kelly, Litton Industries, Beverly Hills, refused to accept the idea of "corporate" image.

"Different people and different markets," Mr. Kelly said, "demand a variety of images, and we must commit ourselves as little as possible to the creation of any one single corporate image, working to establish an image for the person to whom we may be talking.

"We suffer in advertising," Mr. Kelly continued, "by trying too hard to reduce everything to one little slogan that will sell all of our clients. We seek the magic of one single statement that will cover every aspect and reach every market.

"The only thing constant is change," he insisted, "and we must at all times be flexible and be prepared to create the image that is needed today, at this moment."

■ David J. Hopkins, vp and general manager in Los Angeles of McCann-Erickson, agreed with Mr. Kelly on the "constant change" idea. He paraphrased Benjamin Franklin with the remark that if Franklin were here today "he probably would say that nothing is certain but bigger packages and trading stamps."

The entire process of marketing, Mr. Hopkins declared, "is one vast hurricane of change, with half the products in today's supermarkets non-existent 25 years ago and half of those to be stocked in 1975 not yet even dreamed of.

At General Foods, according to Mr. Hopkins, sales of products introduced or acquired since World War II have amounted to $345,000,000 since 1957. Procter & Gamble, he said, chalks up $500,000,000 in sales of products developed and marketed in the past 10 years, while 40% of the $900,000,000 sales of Borden are in products new since 1945. Pillsbury projects that 50% of its profits between now and 1965 will come from products not yet on the market, he said.

"The moral of all this," he said, "is that you don't have to innovate or change if you don't want to, but if you don't, somebody is going to innovate you right off the supermarket shelf."

■ What top management needs and wants from advertising was outlined by Russell H. Colley, New York management consultant, who recently completed a study of the subject in connection with a committee of ANA marketing and advertising managers.

"Management," Mr. Colley said, "wants to know the optimum level of advertising expenditure and the benefits of advertising in relation to the costs. Executives also are seeking performance research and methods of accurately evaluating advertising.

"Top management," Mr. Colley said "is very concerned over the public attitude toward all advertising, as well as toward their own companies' advertising. And they want to have a better understanding of the advertising process and how it works."

■ Dexter M. Keezer, McGraw-Hill Publishing Co. vp and director of economics, declared flatly that "1960 will prove to be the best year American business has ever had.

"The 1960s," Mr. Keezer predicted, "will be an era of abundance as well as the most competitive period in our history. Selling will become a truly basic economic process, and advertising will continue to play a crucially important role."

Mr. Keezer predicted consumer spending will be high in the non-durable fields and listed the following as the top "growth" industries of the next ten years: Instrumentation and controls, color television, air freight, transistor radios, air conditioners, home freezers and prefabricated homes.

■ In a short business session Harold F. Griswold, advertising manager of Hawaiian Pineapple Co. Ltd., San Jose, was elected to succeed Everett M. Runyon for a three-year term as a West Coast director of ANA.

Mr. Runyon, director of advertising and promotion of California Packing Corp., San Francisco, was presented with a camera in appreciation of his three years of service to ANA. #

Raferty Connor

HONORED—*Elizabeth Raferty, president of the Philadelphia Club of Advertising Women, presents the club's "Philadelphia's 1960 Advertising Woman of the Year" award to Berenice Connor, director of editorial promotion of the Ladies' Home Journal.*

Transcontinent Buys WDAF, WDAF-TV

NEW YORK, May 2—Transcontinent Television Corp. last week purchased WDAF and WDAF-TV, Kansas City, from National Theaters & Television for $9,750,000 in cash, subject to the usual FCC approval. NT&T bought the stations May, 1958, from the *Kansas City Star* for approximately $7,300,000.

National Telefilm Associates, a tv film distributing subsidiary of NT&T, filed an application April 15, 1960, for a new tv station to be constructed in Wilmington, Del., designated as Channel 12. Rights to the Wilmington channel, which had been relinquished by Storer Broadcasting Co., also have been applied for by Rollins Broadcasting, Metropolitan Broadcasting Corp., Wilmington TV Co. and WHYY, a Philadelphia educational tv station.

The only broadcasting properties now owned by NTA are WNTA and WNTA-TV, Newark.

■ Transcontinent owns WGR and WGR-TV, Buffalo; WROC and WROC-TV, Rochester; WNEP-TV (60%), Scranton, Pa.; KFMB and KFMB-TV, San Diego, and KERO-TV, Bakersfield, Cal. #

Costly Display Presentations Hike Bankruptcy

(Continued from Page 1)

sible for display producers generally having the lowest credit rating and highest incidence of bankruptcies among all businesses. Willis W. Mee, Popai executive director, amended the statement regarding bankruptcies from "highest" to "substantial."

Both said they could not determine whether display company business failures represent a high, medium or low rate for the industry.

The chapter in the booklet on costs of creativity runs to two pages of text, attempts to spell out speculative display industry practices in phrasings that make them appear to be norms instead of ideas.

For example:

- "The advertiser expects to pay for the creative services he uses and should come to a clear understanding with the producer as to the extent of the creative contribution he requires."
- "At all stages, service of this kind requires specialized and expensive manpower, space and facilities."
- "This is a business cost like any other and is one that has to be paid out of income . . . Only a singularly naive purchaser believes that he gets this service for nothing."
- "Normally, the producer executes sketches in black-and-white or color without charge, because there is no other way for him to show how he proposes to solve a particular merchandising problem."
- "For the experienced advertising executive, such roughs are usually sufficient . . . The notion that the producer somehow 'absorbs' the considerable cost of elaborate sketches is an ostrich-in-the-sand piece of deception.
- ". . . That is, he pays for any development of work beyond the sketch stage at a negotiated figure agreed upon in advance."
- "This practice is becoming standard since recent changes in agency compensation have led advertisers to adopt it as a sensible way of paying for special creative work in advertising in any medium in proportion to his needs."
- "Creative development costs are normal items in any advertiser's budget."

■ The chapter's closing paragraph, headed, "The Producer Is Not in the Art Business," says, "No creative-producer is interested in developing sketches or models for profit. He earns his profit from the conduct of his business as a manufacturer and supplier of point of purchase advertising material. His interest in sketches, models and similar materials goes no farther than their usefulness in helping him serve his client."

■ The revised code is a distillation of industry surveys undertaken for Popai by Stevenson, Jordan & Harrison, management consultant, New York; Kirby-Coggeshall-Steinau; and Bernard Sless, merchandising consultant, Merion Station, Pa.

The 24-page booklet will be supplied free by Popai. #

Fogel Joins Goodwin-Ellis

Sam R. Fogel has resigned from Cockfield, Brown & Co. to join Goodwin-Ellis Advertising Ltd., Vancouver, as vp and creative director.

In electronics, a transducer converts energy from its original form into an analogous electronic signal.

A familiar transducer, the microphone, converts sound waves into corresponding electrical signals for amplification and transmission.

The news-gathering staff and facilities of Electronic News is, in a sense, a unique transducer.

Electronic News converts multi-faceted developments affecting the electronics industry into useful, live news energy — energy which shapes important technical and business decisions.

transducer

transducer

transducer

RCA's Ad Budget Hit $31,800,000 in '59, It Reports

NEW YORK, May 5—Radio Corp. of America reported advertising expenditures of $31,800,000 or 2.3¢ on each sales dollar during 1959, compared with an outlay of $30,600,000 or 2.6¢ on the sales dollar the previous year.

The ad investments were revealed by RCA executives in answer to a query by one of the 1,600 shareholders gathered at the company's 41st annual stockholders meeting here this week. Sales of products and services were reported at a record $361,200,000 in the first quarter of 1960, as against $321,800,000 for the first three months of 1959.

Net profits were not as high as might be expected during the first quarter of 1959 because of heavy investments in developing electronic data processing system, John L. Burns, RCA president, reported. Net profit after taxes was $13,000,000, only slightly ahead of the $12,900,000 reported for the first three months of 1958.

■ Sales of color tv receivers during the first quarter of 1960 were 40% ahead of the comparable 1958 period, Mr. Burns said. He pointed out that this increase is particularly significant in dollar value because the sale of a color set is equal to the sale of almost three b&w receivers.

One of the reasons for the increasing interest in color tv, Mr. Burns pointed out, was the expanded schedule of color programming. During the first quarter, NBC broadcast a total of 245 hours of color, 36% more than in the first three months of 1959. #

'Newsweek' Moves DeVine to N. Y., Shifts Wahler to Chicago

NEW YORK, May 4—*Newsweek* has shuffled its ad executive lineup, moving its Chicago manager to New York and making new appointments in its Chicago and St. Louis offices.

Moving to New York as advertising manager of *Newsweek*, a new post, under Charles E. Kane, vp and ad director of the maga-

Frank DeVine Joseph Wahler

zine, is Frank M. DeVine, formerly Chicago manager.

Joseph C. Wahler, manager of *Newsweek's* St. Louis office since 1956, moves to Chicago as Midwest manager, also a new post. John McManaman, former assistant to Mr. Wahler, takes over in St. Louis. #

Otarion to McCann-Marschalk

Otarion Listener Corp., Ossining, N. Y., which named Biddle Co., Chicago, to handle its advertising a year ago, has now moved its account to McCann-Marschalk, New York. Otarion, hearing aid manufacturer, said it is planning a drive "for a 100% sales increase." The company previously spent less than $300,000 a year on advertising. It was handled for many years by J. M. Mathes Inc., New York.

Now to suit those finer figures comes a completely new idea in sanitary protection...
Confidets, the first anatomically shaped napkin with accident-proof inner shield

NEW NAPKIN—*This spread from the Milwaukee Journal is one of the ads in the test-marketing campaign for Confidets, Scott Paper Co.'s new sanitary napkin. Compton Advertising, New York, is the agency.*

Few Families Are Loyal to Stores, Tate Tells SMI

ATLANTIC CITY, N. J., May 5—Only one family in ten has complete loyalty to a single store, members of the Super Market Institute learned this week.

Russell S. Tate, vp and marketing director of Market Research Corp. of America, told the institute's 23rd annual convention that in the course of a year, one-third of all U.S. households shop in five or more grocery stores. This group accounts for 41% of the grocery dollars.

Integrating the results of three studies made of 6,000 households since February, 1959, Mr. Tate released the first findings to the annual convention. He noted that "the heavy buyers of groceries are the most disloyal to any given store. The greatest store loyalty is found among the relatively 'light' buyers. In other words, the biggest fish seem to be the hardest to land. We may be able to get a hook into them occasionally, but we can't seem to get them into the net."

■ In their second-favored store, shoppers spend 83% as much as they do in their primary store, 80% as much in their third choice store and 50% as much in their sixth choice store, from which Mr. Tate concluded:

"When people find themselves in a grocery store, no matter how rarely they go there, they will buy appreciable quantities. The alternate store is definitely not used to pick up merely a bottle of milk or a stick of butter. Second, the primary store is the primary store because the family makes more trips to it—not because the family spends a great deal more money per shopping trip to that store."

■ Going deeper into the characteristics of the loyal and disloyal customers, Mr. Tate said that the 10% who are completely faithful "are very heavily concentrated in the South and in the Mountain and Southwest regions of the country. There are relatively few one-store shoppers in the Northeast and North Central regions and a one-store shopper is very rare indeed in the Pacific region."

One-store shoppers tend to be low income families, with 56% having incomes of less than $4,000 annually. As might be suspected, one-store shoppers predominate in less populated areas, with 56% living in farm areas or villages of less than 2,500 population.

■ The very disloyal households have "a strong tendency" to be in the middle or upper income brackets; are predominantly in metropolitan areas of 1,000,000 or more population; tend to have high school or college educations and are concentrated in the white collar or retired groups.

Surprisingly, the figures "indicate pretty clearly that neither dealing nor private labels have much relationship to whether a household will have loyal or disloyal shopping habits," Mr. Tate said. He added that supermarkets might attract greater patronage from some of the disloyal group by demonstrating that their meat departments are equal to that of specialty meat markets.

■ "The items which are often bought in the secondary stores are the ones which are very frequently used to complete a dish or to round out a meal menu for which the other 'makings' have previously been purchased at the No. 1 store," he asserted. #

Scott Tests Confidets Sanitary Napkins in Milwaukee

CHESTER, PA., May 4—Scott Paper Co. is test-marketing a newly-designed sanitary napkin—Confidets—in Milwaukee, supported by large-space ads in newspapers.

The new "anatomically shaped napkin" with its "accident-proof inner shield" is priced at 45¢ for a box of 12, in line with the low-priced leaders.

Compton Advertising is handling the advertising for Confidets.

Personal Products Co., Milltown, N. J., also is test-marketing a sanitary napkin called Roll-nap in Providence (AA, March 14). #

Homer Buckley, 81, Agency Head, Mail Ad Pioneer, Is Dead

CHICAGO, May 6—Homer J. Buckley, 81, chairman of the board of Robertson, Buckley & Gotsch and one of the nation's advertising pioneers, died May 5 after a brief illness.

Known as the father of the direct mail industry, Mr. Buckley was a member of the advertising profession for 66 years. He operated Buckley, Dement & Co. for 40 years before retiring temporarily in 1945. He then formed Buckley & Co. (now Robertson, Buckley & Gotsch).

He organized the International Direct Mail Advertising Assn. in 1917, serving as its first and 10th president; founded the National Council of Business Mail Users in 1924; helped found the first Chicago adclub (now the Chicago Federated Advertising Club); was a founding member, with Reuben H. Donnelley and George Lytton, of the Chicago Better Business Bureau. #

Adman in the News . . . Russ Stewart

CHICAGO, May 5—Russ Stewart has run up an impressive score in the newspaper publishing world, but his soft-spoken manner belies his accomplishments.

With his recent election as chairman of the Bureau of Advertising, American Newspaper Publishers Assn., Russ, silver-haired and 50, brings to the BofA his apparent ability to instill teamwork and a reputation for getting things done.

His 32-year rise from a reporter in Bridgeport, Conn., to general manager of the *Chicago Sun-Times* and a vp of the newspaper division of Field Enterprises Inc. has been freckled with promotional successes.

Russ Stewart

He is of that mysterious breed which confounds those who have a stereo image of the typical college grad wending his way up through the ranks of management. To begin with, he left high school before graduating.

■ As a cartoonist, he joined the staff of the now defunct *Bridgeport Times-Star* in 1927. A talent for newswriting, however, drew him away from the drawing board and the following year he was among those filing by-line stories from aboard Gov. Alfred E. Smith's Presidential train as it slithered through the New England states.

But his newspaper sojourn temporarily faded in 1930 when he joined MGM to write publicity for motion pictures. The MGM job took Russ to Chicago in 1935 on assignment, and a series of introductions brought him to the door of the late Emory Thomason, then publisher of the *Chicago Times*, who promptly hired the enthusiastic press agent as promotion manager for the struggling tabloid.

The *Times*, with a circulation at that time of about 200,000, Russ recalls, captured recognition with editor Louis Ruppel's product and Russ Stewart's drive.

With a sparse offering which included George Lichty's "Grin 'N Bear It" and Dr. Morris Fishbein's health column as a nucleus, Russ was assigned the task of organizing the Chicago Times Syndicate, without relinquishing his other duties. What ensued is just another of Russ' accomplishments—this one having grown into one of the major news syndicates in the nation, the Chicago Sun-Times Syndicate.

■ Once more he demonstrated his ability on the editorial side with his appointment as *Times* managing editor in 1942, and became its first general manager in 1946.

When the *Chicago Sun* was merged with the *Times* a year later, Russ retained his position as general manager and acquired an additional post as a vp of Field Enterprises newspaper division.

Since that time Russ has been more than partially responsible for the meteoric gains in advertising linage scored by the *Sun-Times* against the robust competition of the *Chicago Tribune*. During the past 10 years the morning tabloid has added more than 8,000,000 lines of advertising, registering 23,657,837 in 1959. The linage increase was 52.7% against the gain for all Chicago newspapers of 26.4%.

■ When Russ sinks back in his office chair on the fourth floor of the Sun-Times Bldg. it's only to light a cigar. He never gets too far away from his work. "I never have been able to be a nine-to-five guy," he says, giving reason for his city home and country home in Libertyville, Ill. "I'm seldom out of the office before seven," and Libertyville is too far to drive after a day's work.

Winter skiing takes him to Sun Valley, among other places, and he golfs in the 80's. His Libertyville home is convenient to the links and, "I do a lot of advertising business there," Russ notes smilingly. #

Elimination of Charge for Bleed Appears Limited to Women's, Shelter Magazine Fields

NEW YORK, May 4—In a rundown of top magazines last week, ADVERTISING AGE found that most major publications plan to retain bleed charges, countering what seems to be a trend to eliminate the premium among magazines in the women's and shelter fields (AA, May 2).

Following the lead of *Reader's Digest* and *McCall's*, which dropped bleed charges last year, *American Home*, *Better Homes & Gardens* and *Good Housekeeping* have announced discontinuance of bleed premiums with future issues in 1960.

John J. Veronis, *American Home* vp and ad director, attributed the move to the "competitive situation within the home service magazine field."

■ Retaining the bleed charge—and with no plans to drop it—are most of the other big magazines in the industry. (Most do not charge advertisers for gutter bleed on facing pages.) Here is how a number of magazines handle bleed charges:

Business Week (on all units)	15%
Everywoman's Family Circle (in letterpress section only*)	10
Farm Journal	5
Fortune	15
Holiday (junior page)	10
(standard page)	15
(column)	20
Ladies' Home Journal (junior and standard pages)	5
(column)	15
Life	15
Look	15
The New Yorker	15
The Saturday Evening Post (junior page)	10
(standard page)	15
(column)	20
Sports Illustrated	15
Time	15
U. S. News & World Report	15
Woman's Day	10

*No charge in roto section—some 75% of contents of each edition. #

Chrysler Names Beasley Division Advertising Manager

Chrysler Corp., Detroit, has appointed W. G. Beasley advertising manager of its Chrysler and Imperial division. He succeeds Keith R. Matzinger, who has resigned to take over management of the Hollywood, Cal., office of Ross Roy Inc.

W. G. Beasley

Mr. Beasley, formerly sales manager of Imperial, joined the company on the executive sales staff of Plymouth in 1956. Later he was with the corporation's central field organization and became Imperial sales manager in June, 1959.

The most important objective in any advertisement

. . . is to gain the attention, interest and confident response of the relevant audience. And "relevant audience", from an advertiser's standpoint means not just potential readers, but potential customers.

Advertising craftsmanship can help make an advertisement you run in a given magazine interesting, informative, believable and compelling.

But the one factor that determines the all-important quality and relevancy of your audience is the thing that brought that audience together in the first place—the contents of the magazine.

This is the factor that will determine the intelligence . . . the importance . . . the achievement-level of the people to whom your advertisement is so carefully addressed. And this is the factor that is prompting more and more advertisers to evaluate "U.S.News & World Report" as . . .

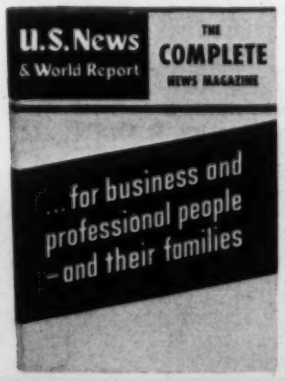
The most important magazine of all

Every week "U.S.News & World Report" concentrates its entire content on the important and useful news of national life and world affairs. This is news that America's most important people need and use in making personal and business decisions.

"U.S.News & World Report" publishes more of this essential and useful news than any other news magazine—much of it that is published nowhere else. Consequently, no other magazine is so thoroughly read and used by so many important, high-income leaders in business, industry, government, the professions—and the community.

Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

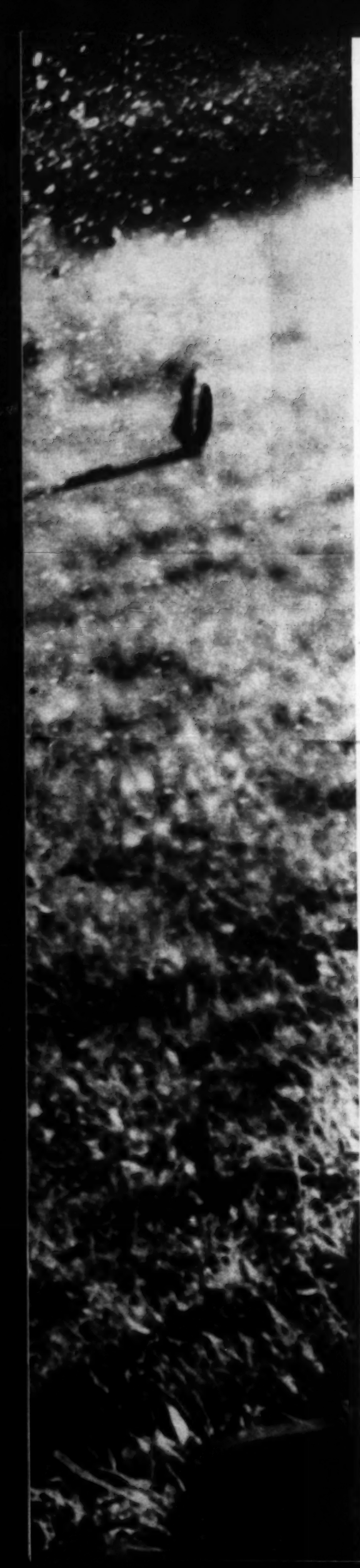
U.S.NEWS & WORLD REPORT



America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London



SPORT

BRINGS OUT THE BEST

IN PEOPLE

AND SPORTS ILLUSTRATED

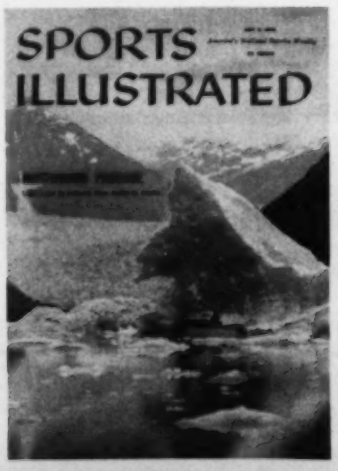
BRINGS OUT THE BEST

OF PEOPLE...

—900,000 active families of them every week.

They wouldn't be reading a sports magazine if they weren't active people—and it follows that such people simply have more needs and opportunities to get around; to entertain their friends; to drive their cars; to travel; to keep fit and healthy (even if it's by combining golf and water sports, left); to dress up in their best.

Active people make active markets. It just stands to reason that you sell more to people who do things. That's why advertising looks right, feels right and is right in



THE FIRST MARKET TO BUY

The Editorial Viewpoint . . .

More on Agency Competitions

Several weeks ago—March 21, to be exact—we published an editorial decrying the apparent growth in "open competitions" for accounts, especially the kind in which a number of agencies, including the incumbent, are invited to make presentations.

The response to this editorial has been a bit surprising. We have had comments, mostly personal and not in writing, from a good many people, and a good many different viewpoints have been expressed.

Only one of these startled us, and it has been mentioned by several people, who have accused us of being more than a little naive. The open competition involving the present agency, these people have tried to tell us, is frequently merely a device to satisfy a dissident officer or member or official. There is no real intention of changing agencies, according to our informants; it is simply that someone in a position of considerable importance insists that "we ought to take a look around" and the "competition" is thereupon set up to satisfy the dissident party.

The present agency is quietly slipped the word not to worry, that this isn't really a serious thing, and undoubtedly the account will stay put. But other agencies are, of course, not advised that this whole performance is merely for fun, and so they go to great lengths, and often considerable trouble, to make a very serious bid for the business.

Well, we must confess we are naive. We never thought of putting on phony competitions just to clear the atmosphere, and we're kind of glad we didn't. We have enough trouble sleeping as it is.

One thing, though—sometimes those "phony" competitions backfire, and the account that was supposed to stay snugly put doesn't.

GE Opens a Pandora's Box

In terms of the inner workings of the advertising business, certainly the joint statement issued last month by G. M. Basford Co. and General Electric Co. must be considered one of the most significant statements of the year.

Its meaning and its purport are not yet clear. But the possibilities it indicates will cause a great deal of discussion and thoughtful consideration in advertising circles.

The Basford agency has been ~~the principal agency for the~~ industrial divisions of General Electric Co. for many years. Then last month came a press release, agreed to by agency and company, which said:

"The philosophy of General Electric's industrial advertising operations has changed a great deal. One effect has been that [GE's] internal advertising department has grown to the point where the creative service of an outside agency can no longer be used with mutual advantage to both client and agency."

The apparatus sales division of GE, which is what is affected by the announcement, first named Basford in 1940, and is a field marketing organization for about 40 GE divisions. The division does most of GE's business paper advertising (estimated at $4,000,000 for last year) and has apparently been writing and preparing advertising which Basford has been placing. Reportedly, Basford decided this made no sense, at least for the agency, and initiated the separation.

What will develop no one seems to know, except that at this point GE seems to have no intention of reducing the size or the scope of its 400-man advertising department—nor, on the other hand, has the company exhibited any signs of extending its do-it-yourself philosophy to the GE advertising for consumer products, all of which is conventionally handled by agencies.

Subsequent developments will obviously be watched by the entire advertising business with the greatest of interest.

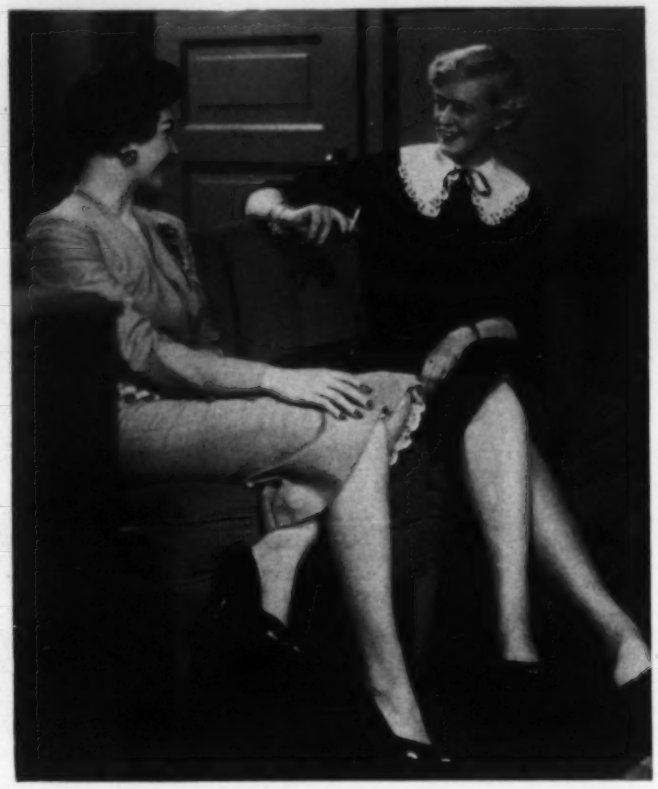
Advertising Develops Stature

There are two interesting indications that advertising is developing increasing stature where it counts the most—among the businesses using it and paying for it. One is the fact that a constantly growing number of companies discuss advertising, sometimes at considerable length, in their annual reports. The other is that stockholder meetings are also discussing advertising more frequently than in the past, and occasionally a company will reveal its expenditure for advertising, either in its report or in answer to a query at the annual meeting.

Until quite recently, General Foods was the only major company which baldly stated its total expenditure for advertising. But in a recent week, three additional companies gave exact or nearly exact figures for advertising expenditures. These companies were Lorillard, Westinghouse and Du Pont.

This growing inclination to discuss advertising, and to reveal total expenditures, is more than an interesting sidelight. It is a very definite indication of a growing appreciation of the importance and standing of advertising, as well as a tacit admission by corporate management that advertising is important enough to warrant separate discussion, and that it is legitimate enough so that the figures cited will not cause nervous or conservative stockholders to writhe in their chairs.

Gladys the beautiful receptionist



—Bill Arter, creative director, Byer & Bowman Ad Agency, Columbus, O.

"When he said it was panel tested he meant he'd had it pinned to his wall for a couple of days."

What They're Saying . . .

Ad Jobs in Britain

Not long ago the Appointments Committee at one of our older universities produced an analysis of all the men who took first-class honors degrees in one year.

These are the cream of the educated minds. We don't need to go through it all but—teaching 85, industry and commerce 32, advertising nil. It is pretty plain that we have some way to go before we get many of our best educated people excited about going into advertising.

—Sinclair Wood, O.B.E., chairman, F. C. Pritchard, Wood & Partners, and president, Institute of Practitioners in Advertising, London, England, speaking at the Four A's meeting in Boca Raton, Fla.

. . . and in the U. S.

Does it augur well for the advertising business, when young men and young women on whom we ought to be able to rely to fill tomorrow's important advertising positions, are shying away from suggestions that they go into advertising? I know one agency which batted a big, round zero in its recruiting efforts at one of the top business schools this year. This is a good and well-known agency, mind you, but its recruiter couldn't find even one bright youngster interested in going into this advertising agency at this time.

—Herbert M. Cleaves, exec vp, General Foods Corp., speaking at the same meeting.

Advertising Age

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Beehtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Heole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Publications which are distributing samples of products to millions of homes can boast of at least one service to advertisers not available through the electronic media.

•

Dorothy Lamour will be active in the new cosmetics company, Dorothy Lamour Inc., which of course will follow the industry policy of constantly emphasizing l'amour.

•

The figures on 1959 operations of Colgate-Palmolive show that the company is cleaning up even more successfully abroad than in the United States of America.

•

Good sportsmanship is displayed by *Sports Afield* in telling the story of the circulation rise of the magazines in its field, including its esteemed contemporaries, *Outdoor Life* and *Field & Stream*.

•

Playboy magazine is looking for a male or female "young, talented, lively writer."

And if the writer substitutes "lovely" for "lively," that should be all right, too.

•

Visit the U. S. Inc. will try to persuade travelers abroad that at least some of them should accompany the compact cars and other foreign products now moving so freely across our borders.

•

The FTC is going to try to persuade advertisers to spell out the details of their guarantees, even to the point of enlarging the fine print so that it can be read without the aid of a microscope.

•

Congressman Wilson says advertising is the victim of a government witch hunt.

And both parties are trying to pick the most bewitching witches to manage their Presidential campaigns.

•

Other advertising men generally agree with Fax Cone that advertising in bad taste shouldn't appear on tv or elsewhere, but unfortunately in this business it's *chacun a son gout*.

•

When the heart is opened, the sale can be closed, philosophizes the *Ladies' Home Journal*.

That's a basic truth long demonstrated by open-hearted swains pursuing the beautiful ladies of their dreams.

•

A U. S. citizen offers to be your "adbassador" in Rome.

The theory is that by this time there should be a lot more than three coins in that fountain.

COPY CUB.

The Washington Post has now reached a new all-time high in total circulation: 460,227 on Sunday and 401,736 daily . . . gains of 13,469 Sunday and 8,233 daily over the same period in 1959.

Publisher's Statements filed with the A.B.C., for the 6-month period ending March, 1960, subject to audit

Year 1959
Media Records
First 50 Report
Total Advertising
7-Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,559
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

Show-buying made easy

(or how to pick a net that's lst or

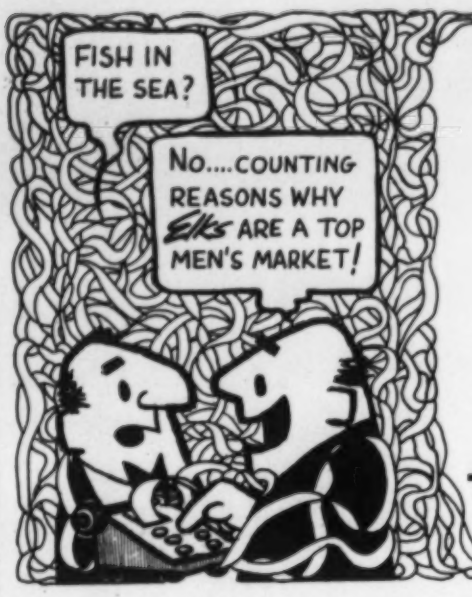
2nd–never 3rd–every night*)

	1st or 2nd	3rd
Monday	**ABC**	**Net Z**
Tuesday	**ABC**	**Net Z**
Wednesday	**ABC**	**Net Y**
Thursday	**ABC**	**Net Y**
Friday	**ABC**	**Net Y**
Saturday	**ABC**	**Net Z**
Sunday	**ABC**	**Net Z**

*Source: Nielsen 24 Market TV Report, week ending April 17th, 1960, all nights, 8-10:30 P.M.

This final Nielsen* (before daylight saving) nails down ABC's supremacy with a double bang!! Not only did ABC average out 1st or 2nd every night of the week . . . ABC also did rather well in the half-hour prime-time division: In these 35 half-hours ABC was first or second 28 times; Net Y 25 times; Net Z 17 times. (In fact, Net Z had more thirds than firsts or seconds.)

ABC TELEVISION abc



Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

Nobody says no to a kid . . .

Reach America's Biggest Families . . .

THE FIRST of the BIG SPENDERS!

Reach them with the

One of the most powerful selling motivations in the world is "Gee, Dad—I'd sure like one of those!"

The most logical way of reaching more "Dads"—"Moms" and children, too—is by advertising what you sell in the Our Sunday Visitor-Register Unit.

Their readers are America's biggest families—4.69 members per household, compared to a U.S. average of only 3.61. They're young! They're responsive! They're prosperous! They read and believe every word in these leading Catholic weeklies—with a strong carry-over of this trust and confidence to the advertisers' messages.

Any product, from foods to baby shoes, will profit by advertising in the Our Sunday Visitor-Register Unit. It's the favorite weekend reading of 1,722,518 big Catholic families.

Let's show you why it can be your best buy!

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St. CEntral 6-9481 • NEW YORK-18 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Anniversaries: At the Four A's annual meeting, Mr. and Mrs. **Larry Valenstein** (Grey Advertising chairman) marked the 26th anniversary of his proposing to her . . . Sarann and **Herb Strauss** (Grey exec vp) celebrated their 11th wedding anniversary . . . Mr. and Mrs. **Frank White** (McCann) their 32nd wedding anniversary . . .

Other Four A's gleanings: Two of the hot golfers at Boca Raton were **Jim Linen,** new president of Time Inc., and **Chet Birch,** exec vp of Dancer-Fitzgerald-Sample. They've been rivals for years, since Linen was captain of the Williams team and Birch headed the Dartmouth squad. Jim came up the advertising route to the *Time* presidency; his son is now advertising manager of the *Yale News* . . . **Mac Dane** of Doyle Dane Bernbach played in luck. He'd just holed out on the 18th green when the rains came . . . **John Hoefer** of Hoefer, Dieterich & Brown made a hole in one . . . **Fax Cone,** who prefers the train, had to fly to Boca in order to make his speech, having missed a rail connection . . . Another railroad rider was **Charlie Brower** of BBDO, who said he enjoyed "the best vacation in years"—a 14-hour sleep on the train . . . **Ernie Jones** made the trip to Boca twice. After he arrived he found he had to return to the MacManus, John & Adams shop in Bloomfield Hills, Mich., for a fast client meeting. He was back in 24 hours . . . **Herb Mayes,** *McCall's* editor, doubled up: He staged a fashion show at Boca and took in the agency meeting . . . **Lou Brockway,** retiring exec vp of Y&R, was proudly showing off a new boat which he planned to take up the Inland Waterway . . .

VENETIAN HOLIDAY—*Al Leininger, exec vp, Parents' Magazine, and his wife, Lilly, enjoy a ride in a Venetian taxi during their recent European junket which included stops in Baden-Baden, Amsterdam, Gleneagles, and London.*

Adwomen of the Year: The Denver adclub named **Evadna Hammersley,** director of consumer sales for the American Sheep Producers Council; Omaha adclub selection was **Martha Bohlsen,** director of home economics department of Tidy House Products. In Des Moines the choice was **Francis Reese,** of the *Des Moines Register* and *Tribune* promotion department. She was cited for her work in planning the press headquarters for Premier Nikita Khrushchev's visit to Des Moines . . .

Gerald Sklar, president of the Michigan Advertising Distributing Co., was chosen Michigan Adman of the Year by the Detroit Academy of Advertising Arts. Omaha adclub honored **F. C. Miller,** exec vp of Bozell & Jacobs. **Edward A. Falasca,** creative vp of the Bureau of Advertising, was named "Outstanding Young Advertising Man of the Year 1959" for his work in the newspaper industry's Total Selling program by the Assn. of Advertising Men & Women of New York. Plaques for honorable mention went to **Joseph Stone,** vp and associate creative director of McCann-Erickson; **Howard Gossage,** exec vp of Weiner & Gossage, and **Norman Cash,** president, Television Bureau of Advertising . . .

Marie Lynne Baldanza, assistant publicity director of *Seventeen,* is engaged to **Gordon Gray Jr.,** a radio representative with the Katz Agency. His father is president of WKTV, Utica, N. Y., and WKAL, Rome, N. Y. . .

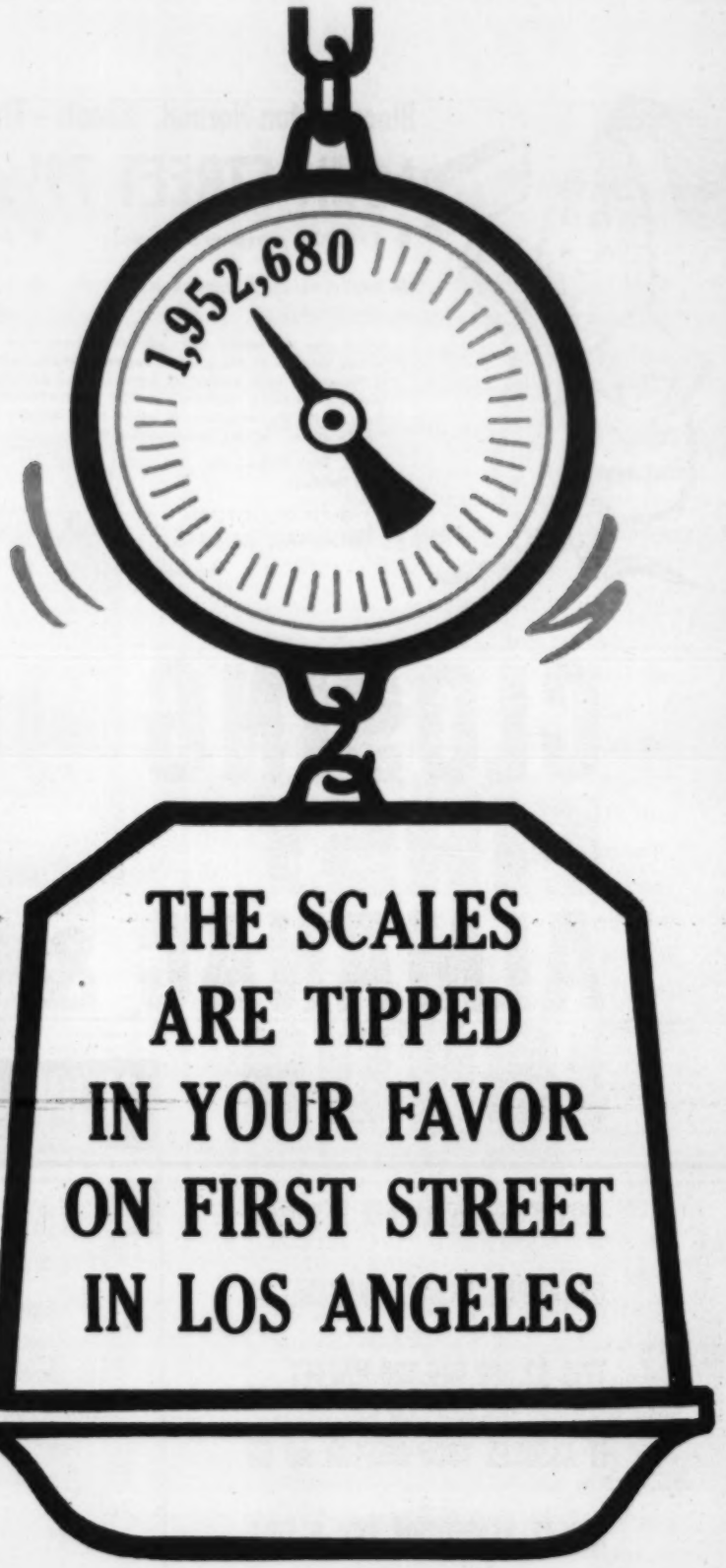
Jules C. Stein, chairman of the board of MCA, and a former practicing ophthalmologist, is president of the newly formed Research to Prevent Blindness Inc. One of the board members is **Mrs. Albert D. Lasker** . . .

Mr. and Mrs. **Walter Weir** on April 18 celebrated both their 29th wedding anniversary and the arrival of their first grandchild, Geoffery, born to Mr. and Mrs. **Christopher Weir.** Grandfather is chairman of the exec committee of Donahue & Coe. The new father (the Weirs' eldest son) is with Alderson Associates, Philadelphia . . .

Herman Raucher, associate copy director of Reach, McClinton & Co., New York, was married April 18 in the Virgin Islands, to Mary Kathryn Martinet, of the dance team of McKay & Charles . . .

Howard Gill, editor-publisher of *Golf Digest,* Chicago, and **Herb Graffis,** editor-publisher of *Golfdom,* and a *Chicago Sun-Times* columnist, were among 10 American golf writers and publishers to take a junket across Ireland April 22-29. The Irish Tourist Board and Irish Airlines hosted the trip to familiarize writers with such links as Portmarnock, Killarney, Sligo, and Balleybunion. At week's end Publisher Gill agreed Ireland has some of the world's finest courses, also some of the toughest—he took 9's on two holes, had a little trouble with the Irish rough . . .

Tom Cathcart, retired exec vp of *This Week Magazine,* was given an Austin-Healy Sprite at the ANPA meeting by the member newspaper managers . . .



Veteran media men watch where grocers put the bulk of their advertising. In Los Angeles, they watch The Times. That's where local grocers put 44.6% of their 1959 newspaper advertising (1,952,680 lines) . . . more than in the two runner-up papers *combined*.

Local grocers know where the customers are and how to reach them successfully. And general food product advertisers follow suit. In 1959, they specified The Times for more than 46% of their Los Angeles newspaper advertising.

Either way you look at it, the place to start selling food in Los Angeles is on First Street. That's the home of The Times.

First in the Nation's No. 2 Market

LOS ANGELES TIMES

REPRESENTED BY CRESMER AND WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

Bloomington-Normal, Illinois -- The Golden Market Area

MAIN STREET 79½ MILES WIDE

- 178,000 prosperous people
- Incomes 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

GOLD: for the taking from Illinois' richest counties. Made-to-order market smack in the middle of the golden central Illinois corn belt. Unique seven county area is literally a cross section of America. The perfect test area set-up. Blanketed by a single advertising medium . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

BLOOMINGTON-NORMAL, ILLINOIS **PANTAGRAPH**

Represented by: Ward-Griffith Co., Inc.

Senator Proposes 1% Ad Tax to Finance Educational TV

WASHINGTON, May 3—The chairman of the Senate committee on interstate and foreign commerce revealed last week that he is considering the sponsorship of a special advertising tax which would be used to finance the development of non-commercial educational tv services (AA, May 2).

The plan now being worked out by Sen. Warren Magnuson (D., Wash.) would involve a 1% excise tax on gross time payments by tv advertisers. The proceeds would be given out by the Federal Communications Commission and the Department of Health, Education & Welfare as grants to assist in the "establishment, improvement and operation" of non-commercial educational stations.

■ The first official confirmation that such a plan is shaping up came during a hearing of the committee on interstate and foreign commerce last week, when members were discussing the difficulties of getting more non-commercial stations on the air. They complimented FCC for its patience in continuing to reserve strategically located tv channels in the hope that educators will eventually work out arrangements for using them.

At one point in the discussion Senator Magnuson said his bill to set up a federal program to assist the construction of more educational stations has passed the Senate twice, only to get bogged down in the House.

■ "I have been considering other ways of getting the job done," he commented. "For example, for some time I have had in mind the possibility of collecting a tax from the commercial stations and using the money to finance the educational station."

The Magnuson plan, all drafted and ready to be introduced when the timing is right, amends the Internal Revenue Code to provide for the special 1% tax on the advertiser.

It specifies that "on any amount paid to any tv broadcast station for any commerical television broadcast a tax equal to 1% of the amount so paid" is to be imposed. "The tax imposed by this section," it says, "shall be paid by the person making the payment subject to the tax."

■ The bill defines a commercial broadcast subject to the tax as those where:

"1. The purchase by the public of any product or service is solicited.

"2. Any picture or description of any product or service which is offered for sale to the public is transmitted."

On the basis of recent broadcast time purchases, the 1% tax on time purchases would net about $7,500,000 annually. Under the bill these funds would be allocated in annual grants to organizations holding permits for educational tv permits.

The program would be administered jointly by the Federal Communications Commission and the Department of Health, Education & Welfare. An advisory committee appointed by the President, and composed of five private citizens "prominent in the field of education or in the civic or cultural life of the country" would meet at least four times annually to help the government decide on the allocation of the grants.

■ A provision has been included specifying that nothing in the bill shall be construed "to give the secretary or the commission any control over the content of programs broadcast by persons receiving grants."

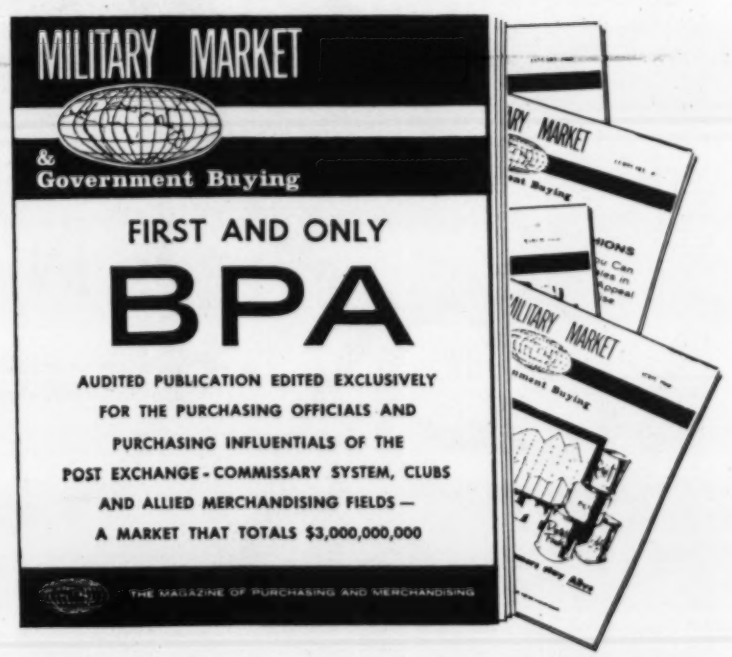
Twice in recent years the Senate has passed legislation authorizing expenditure of $1,000,000 per state to assist each of the 50 states in developing its own educational tv system. A modified version of the plan was recently cleared by the House committee on interstate & foreign commerce, but it faces an uncertain future in the House rules committee, the late-session burial ground for many controversial projects. #

Cummings-Knapp Is Name

William H. Cummings, owner of Cummings & Associates Advertising, Sacramento, Cal., has announced that the agency name has been changed to Cummings-Knapp & Associates. The change incorporates the name of Gordon A. Knapp Jr., who has been with the agency five years as senior account executive and marketing director.

CLOSING JUNE 15th:
FIRST ALMANAC & DIRECTORY ISSUE

THIS IS THE REFERENCE RESOURCE OF THE PURCHASING PERSONNEL OF THIS $3,000,000,000 MARKET... IT ASSURES YOUR DISPLAY AD OF REPEAT READERSHIP FOR A FULL YEAR...RESERVE YOUR SPACE NOW!


MILITARY MARKET
& Government Buying
FIRST AND ONLY
BPA
AUDITED PUBLICATION EDITED EXCLUSIVELY FOR THE PURCHASING OFFICIALS AND PURCHASING INFLUENTIALS OF THE POST EXCHANGE - COMMISSARY SYSTEM, CLUBS AND ALLIED MERCHANDISING FIELDS — A MARKET THAT TOTALS $3,000,000,000
THE MAGAZINE OF PURCHASING AND MERCHANDISING

Your advertising in the MM&GB ALMANAC & DIRECTORY is backed by the impact of year-long multiple exposure—and at no increase in regular display rates.

This fact-packed issue is the standard reference work of the market—and the basic advertising medium for maximum sales promotion productivity.

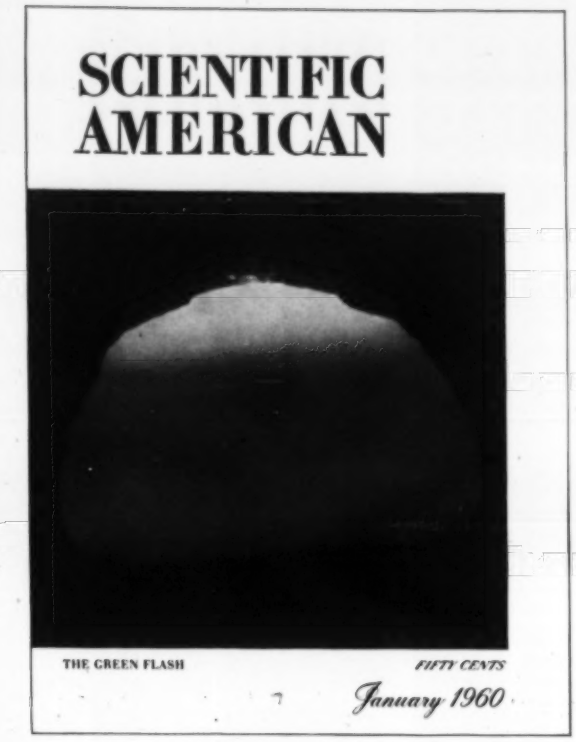
Only MM&GB delivers: 1. Largest circulation among buyers for thousands of Armed Forces post exchanges, commissaries, ship's stores, restaurants, cafeteries, snack bars and clubs —and among buyers of consumer items for federal government retail outlets. 2. BPA certification (93%)—your guarantee of effective coverage. 3. Lowest cost per 1,000 readers.

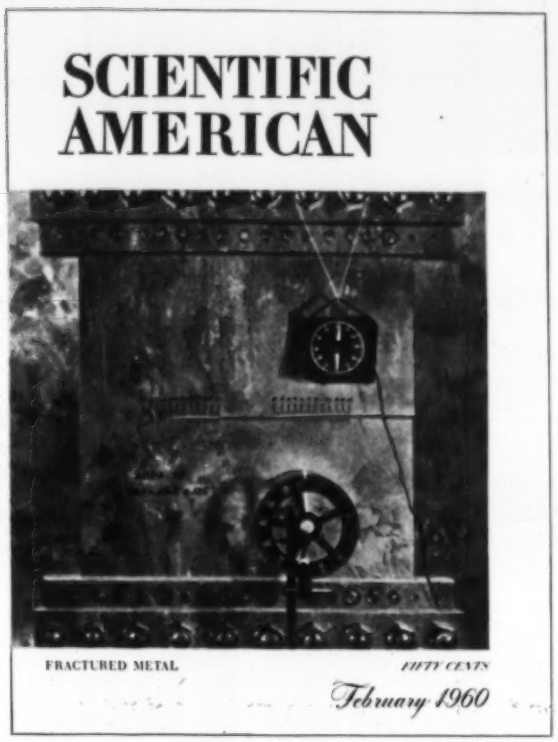
Place your space where it produces results—send your order now and reserve your share of this record readership.

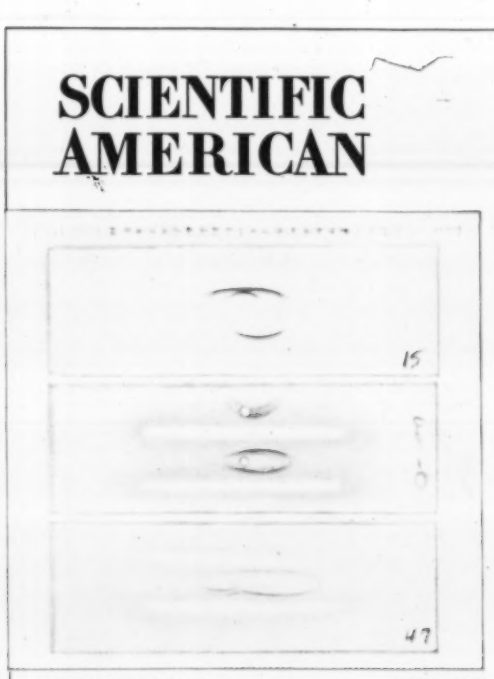
MOTIVATE MILITARY MILLIONS WITH BILLIONS TO SPEND!

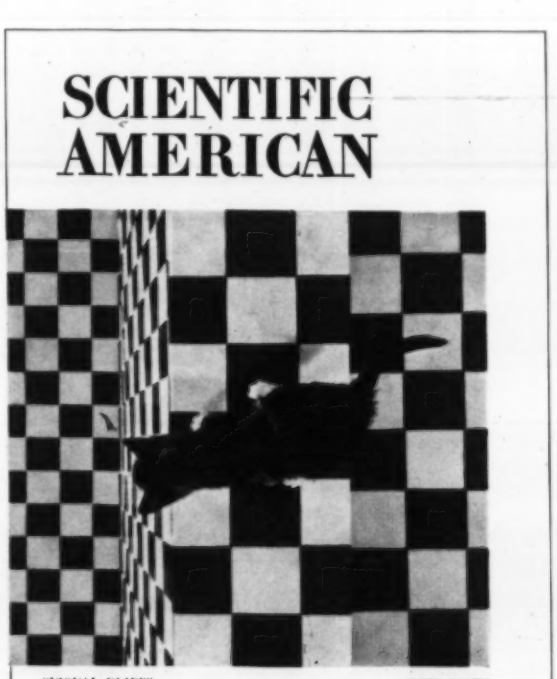
ARMY TIMES PUBLISHING COMPANY
2020 M STREET, N.W. • WASHINGTON 6, D.C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

ARMY TIMES • NAVY TIMES • AIR FORCE TIMES • The AMERICAN WEEKEND
ARMY-NAVY-AIR FORCE REGISTER • MILITARY MARKET & GOVERNMENT BUYING









Twelve years ago we believed that there was a place in this nation for a magazine of science. We believed then that the motive force of modern civilization was science. Can anybody doubt this today?

As publishers of SCIENTIFIC AMERICAN, we wished to provide a mirror which would reflect the advances of all branches of science and technology. Our assignment was, and is, the universe. Our authors have explored the universe from the basic particles of matter to the farthest galaxy, from the interior of the living cell to the peaceful applications of nuclear energy. To this task our editors have lent all the techniques of modern journalism, from clear prose to fine art. They have, moreover, related the new knowledge of science to the work of industry, to the affairs of state, and to the daily lives of men. They have produced a magazine so closely attuned to these relationships that our circulation now exceeds 250,000.

Our readers are the men of Technical Management—engineers, research scientists, and technical executives. Over the past decade their scientifically trained intelligence has gathered ascendant importance in our economy. Today, no other group has their professional authority in choosing what industry buys. Their interest in the editorial content of SCIENTIFIC AMERICAN is matched by their attentiveness to messages from advertisers who understand them and understand their unique role in American industry.

SCIENTIFIC AMERICAN, INC.
415 MADISON AVE., NEW YORK 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

People have money to spend in REMARKABLE ROCKFORD

and they SPEND it

First in the state in percentage increase of checkbook spending for the first two months in 1960, Remarkable Rockford leads Illinois in more ways than one: — retail sales (outside Chicago); retail ROP color linage (including Chicago). And, to buy your product or service, Rockford families had set aside as of March 15th, $214,572,781. (cash on deposit in Rockford banks)! To reach these "able-to-buy" people use the top newspapers in this top market . . .

ROCKFORD MORNING STAR
Rockford Register-Republic
finest FULL COLOR Facilities

ABP Appoints Greene: Moves

Katherine Greene has been named service representative of Associated Business Publications, Washington, D. C., succeeding Reginald P. Mitchell. ABP has moved its headquarters from 1004 National Press Bldg. to 333 Wyatt Bldg., effective May 1.

Chicago Stores Plan Merger

Plans for negotiating a merger of two Chicago department store companies—Wieboldt Stores and Mandel Bros.—with total sales of nearly $100,000,000 annually, have been revealed. The transaction is expected to be consummated through an exchange of stock.

Chemsol Names Fisher

Chemsol Corp., Chicago, manufacturer of paints, has named M. M. Fisher Associates, Chicago, as its agency. A campaign in dealer publications and consumer magazines is planned. The company previously was a direct advertiser.

Granco Campaign Promotes Twentieth Anniversary of FM

NEW YORK, May 3—Granco Products has launched a nationwide advertising and promotional effort geared to the 20th anniversary of the fm industry. Granco is the largest manufacturer of fm sets, according to industry sources.

After finding the birthday celebration theme a success in San Francisco, Miami, Macon and Grand Rapids, Granco has expanded its schedule to include newspaper ads in 51 cities during the month of May. The ads will highlight the joys of fm listening, in addition to promoting Granco products. A small ad also is being run in the May issue of *House & Garden*.

Granco has prepared a series of 30-second and minute spots and will run them on fm stations in more than 25 markets. Some of the time is being paid for by Granco, while other spots are being run by stations free of charge. Many Granco distributors and dealers have indicated that they will add to the manufacturer's newspaper and fm radio budgets in their local areas.

■ To spur the anniversary salute, Granco is offering its dealers a package deal consisting of 10 radios and two fm tuner adapters at a special discount. If a dealer orders more than one package, he is given a 13th set free with each additional package, which he may use as a prize in a local contest.

Dealers also will be receiving special birthday fm promotion kits, including window displays, banners, pennants, balloons and other material.

Robert Whitehill Inc. is the agency for Granco. #

U. S. Steel Launches Annual Innerspring Mattress Push

U. S. Steel Corp., New York, has launched its annual innerspring mattress campaign, based on the theme "Rest best—buy innersprings." Media includes b&w pages in the May and September issues of *House Beautiful, House & Garden* and *Living for Young Homemakers*, plus the Aug. 29 issue of *Life*. Commercials will also be carried on the "U. S. Steel Hour" and "I Love Lucy" shows.

In addition, a public relations program, "Space for Sleeping," is promoting sales of twin or king-size beds and bedding rather than the less profitable double beds. U. S. Steel also is planning two other big campaigns (AA, May 2).

E. C. DeWitt to Kuswa-Greene

E. C. DeWitt & Co., Chicago, has appointed Kuswa-Greene & Associates, Milwaukee, to handle national advertising for its cough control medicine, baby cough syrup and sore gum lotion. DeWitt previously handled promotion for the three products direct.

McLendon Names Grosby

McLendon Corp., Dallas, has appointed Al Grosby sales manager of its new radio station, WYSL, Buffalo. Mr. Grosby was formerly a member of the sales staff of WAKY, Louisville, also owned by McLendon.

Bonsib Names Blee, Centlivre

Bonsib Inc., Fort Wayne, Ind., has appointed Thomas J. Blee vp and Louis A. Centlivre senior copywriter. Mr. Blee joined the agency in 1959. Mr. Centlivre joined Bonsib in 1954.

"Doctor, can I interest you in our new psychic stimulator?"

TO AVOID DISTRACTION . . .

Sell the Doctor When His Mind Is on Medicine

Tell your story where you can be sure the doctor's complete attention is centered on the newest in medicine . . . in the pages of MODERN MEDICINE. It's the *only* publication to give him an authoritative review of the latest developments in diagnosis and treatment from all over the world.

Sell the Doctor when his mind is on medicine . . . in

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia BPA

NECESSARY ACCESSORY—*"Every fashion needs a stocking all its own," will be the fall theme for Du Pont's hosiery campaign. This color page will appear in five magazines.*

Du Pont Sets Tripartite Push for Nylon Hose

WILMINGTON, May 3—E. I. du Pont de Nemours & Co. hopes to confine bare legs to the beach only, this summer, with the largest warm weather hosiery campaign it has ever scheduled.

The program will be built primarily around three one-minute commercials on the "Du Pont Show" (CBS-TV) June 20, July 4 and July 11. There will also be ads in *Life, McCall's, Seventeen* and *Vogue* carrying on the spring slogan: "Stockings with a kick in them" (AA, Feb. 1). A separate campaign for sparkling nylon will run in *Glamour, New York Times Magazine* and *The New Yorker*.

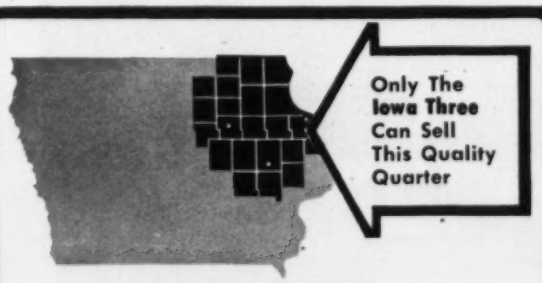
For fall, the company will introduce a new theme, "Every fashion needs a stocking all its own." Color pages will run in the August *Glamour*, September *Seventeen*, Oct. 15 *Vogue*, November *Mademoiselle* and the Nov. 5 *New Yorker*.

■ For Christmas, two campaigns are planned. One will promote sparkling stockings as a fashion item for Christmas giving; the other will exploit the holiday sales potential of all kinds of hosiery. For sparkling stockings, the ad theme will be "Fill her slipper with sparkling stockings (and thrill her this Christmas right down to her toes)." The illustration will show sparkling nylon stockings being "poured" into a glass slipper. Three half-page ads will run in December issues of *Glamour, Harper's Bazaar, The New Yorker* and *Vogue*.

The slogan for the program on behalf of hosiery in general as a Christmas gift will be "Trim every limb with stockings." The illustration is a sketch of a Christmas tree fashioned of legs clad in many different types and colors of hosiery. This half-page color ad will appear in December issues of *Ladies' Home Journal, Life* and *McCall's*.

■ Free merchandising aids for stores include an 18 minute, 16mm sound sales-training movie, an educational hosiery handbook and fact card, a selling hints folder, ad reprints, display units, a transparent streamer and an ad display and idea folder. Batten, Barton, Durstine & Osborn, New York, is the agency. #

"Business was booming...until they forgot that without The Iowa Three you miss over 25% of the market."



QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs *daily*.

A. Each of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK
A McGraw-Hill Publication ABC-ABP

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

Grass to Launch Spring Push

I. J. Grass Noodle Co., Chicago, will launch a spring campaign for Mrs. Grass' soups this month. All four varieties of Mrs. Grass' soups will be featured at 3¢ off regular price. The promotion is the first to be carried on the new style "piggy back" packages, and represents a departure from give-away premiums used in past spring promotions. Specially printed packages will carry the 3¢ off announcement. Arthur Meyerhoff & Associates is the agency.

Bank Names McDonald

Edward L. McDonald has been named advertising officer in the advertising department of Bank of America, San Francisco, a new post. Mr. McDonald joined the bank last summer as promotion development officer. Charles Stuart is the bank's ad manager, and Philip S. Hayman is assistant ad manager.

'Globe & Mail' Must Pay Bardal's Salary Loss, Court Decides

TORONTO, May 3—Sig Thomas Bardal, formerly advertising director of the *Globe & Mail*, has been awarded $5,499 damages in his $85,000 claim against the newspaper for wrongful dismissal.

The written judgment, by Chief Justice J. C. McRuer, of the Ontario supreme court was a moral—if not exactly a financial—victory for Mr. Bardal, who was awarded a year's salary maximum, under precedent of British law, for not having been given a year's notice. These damages were mitigated however by Mr. Bardal's receipt of a salary from another employer, the Thornton Purkis Ltd. agency, where he has been employed as vp.

Ruling that one year's notice would have been reasonable in this case, the court noted that Mr. Bardal's salary with the *Globe & Mail* was $17,750 a year.

■ "In his new employment he was receiving $15,000 a year, since July 1, 1959. He is therefore entitled to recover $3,254 for loss of salary from April 25 to July 1, and $2,245, being the difference between the salary which would have been received from July 1, 1959, to April 24, 1960, and the salary actually received in his new employment during that time," the court said.

Mr. Bardal also was awarded costs of the action. #

City of Montgomery Files Libel Suit Against 'N.Y. Times'

The city of Montgomery, Ala., has filed a $500,000 libel suit against the *New York Times* as a result of a fund-raising ad the paper carried March 29 on behalf of Rev. Dr. Martin Luther King, a leader in the southern demonstrations against segregation. The ad sought contributions to help pay the legal expenses of Dr. King, who is being brought to trial this month on charges of filing false state income tax returns.

Montgomery officials charged that the ad subjected them to ridicule. They alleged that it falsely represented the incidents in the recent demonstrations of Negro college students in Montgomery. Four Negro clergymen—sponsors of the ad—were named co-defendants in the action.

Gander Names Williams Inc.

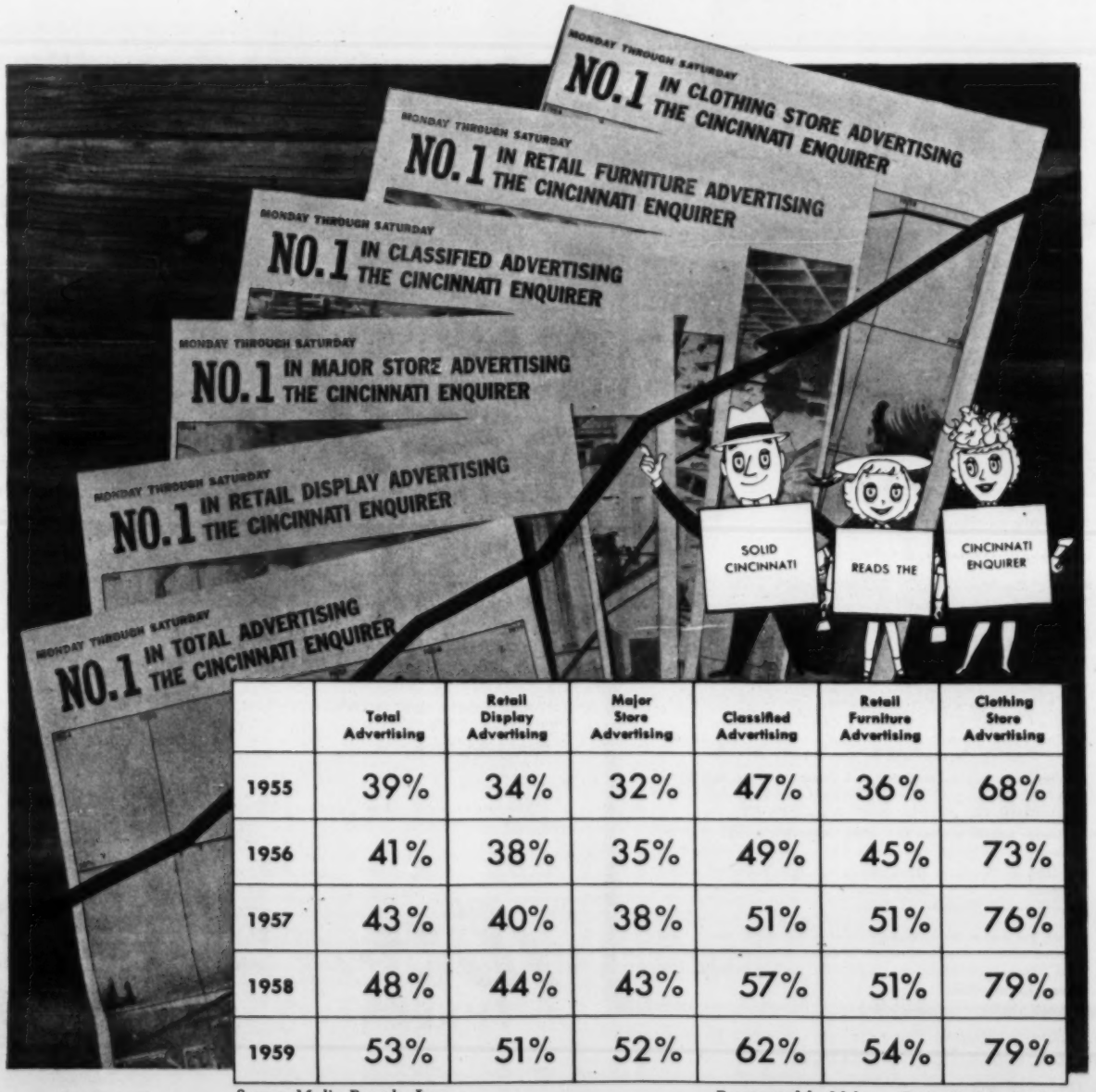
William R. Williams Inc., Chicago, has been named to handle advertising and public relations for Gander Mountain Shooters Supply, Wilmot, Wis., a division of Walden Inc., a development company. Gander specializes in producing hunting equipment.

Straka Joins Gourfain-Loeff

Dean Straka, former executive art director of the Chicago office of N. W. Ayer & Son, has joined the creative staff of Gourfain-Loeff Inc., Chicago.

Ride the trend in
Solid Cincinnati to the
Cincinnati Enquirer

...a trend that, in five years, has taken it from 20th to 10th place among all newspapers in the U.S.A. in total advertising


MONDAY THROUGH SATURDAY
NO.1 IN CLOTHING STORE ADVERTISING THE CINCINNATI ENQUIRER
MONDAY THROUGH SATURDAY
NO.1 IN RETAIL FURNITURE ADVERTISING THE CINCINNATI ENQUIRER
MONDAY THROUGH SATURDAY
NO.1 IN CLASSIFIED ADVERTISING THE CINCINNATI ENQUIRER
MONDAY THROUGH SATURDAY
NO.1 IN MAJOR STORE ADVERTISING THE CINCINNATI ENQUIRER
MONDAY THROUGH SATURDAY
NO.1 IN RETAIL DISPLAY ADVERTISING THE CINCINNATI ENQUIRER
MONDAY THROUGH SATURDAY
NO.1 IN TOTAL ADVERTISING THE CINCINNATI ENQUIRER
SOLID CINCINNATI
READS THE
CINCINNATI ENQUIRER

	Total Advertising	Retail Display Advertising	Major Store Advertising	Classified Advertising	Retail Furniture Advertising	Clothing Store Advertising
1955	39%	34%	32%	47%	36%	68%
1956	41%	38%	35%	49%	45%	73%
1957	43%	40%	38%	51%	51%	76%
1958	48%	44%	43%	57%	51%	79%
1959	53%	51%	52%	62%	54%	79%

Source: Media Records, Inc.

Represented by Moloney, Regan & Schmitt, Inc.

SHARPEN YOUR PREMIUM PROGRAM!
the new
BVI
ELECTRIC HONE
for fine knives
maintains keen edge on knives
low-priced compact
For more details contact
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Turn on the local sell!

The oil explorer knows that some spots warrant deeper drilling than others—and so does the Sales Manager! Often in particular markets he wants to intensify impressions, put on more drive, give salesmen, dealers and distributors better backing, increase merchandising.

Now it is easy to turn on the local sell—through the 24 State and Regional editions of SUCCESSFUL FARMING, augmenting the huge force and power of the National edition.

Local dealers can be listed, messages personalized, price and product featured, copy varied to tie in with local events and promotions for added sales stimulation.

The new sales tools are also helpful in introducing products market by market, testing copy and measuring with keyed response, trying different plans in the field.

SUCCESSFUL FARMING made the added flexibility available for the first time in a quality farm magazine. The new editions have the same kind of editorial content, fine reproduction, long life as SF, and enjoy the same prestige and *influence* in major markets with important buying power.

The big businessmen readers of SUCCESSFUL FARMING have big farms, averaging 336 acres—50% larger than in 1945. SF farm families had on hand, as of January 1, 1958, 41% of all U. S. milk cows; in 1957 they sold 47% of all cattle and calves, and 62% of the nation's hogs and pigs.

And SF possesses an unusual receptivity and response, reader loyalty and confidence, based on 58 years of service, showing readers how to earn more money and live better—values not on the rate card, but contributing to advertising's productivity and sales.

WITH bulging bank balances, checkbook cash, substantial savings and high income, SUCCESSFUL FARMING farm subscribers are among your choicest customers and prospects. Their estimated annual average income from farming alone has averaged around $10,000 for more than a decade—a class market which merits top consideration in any national plan.

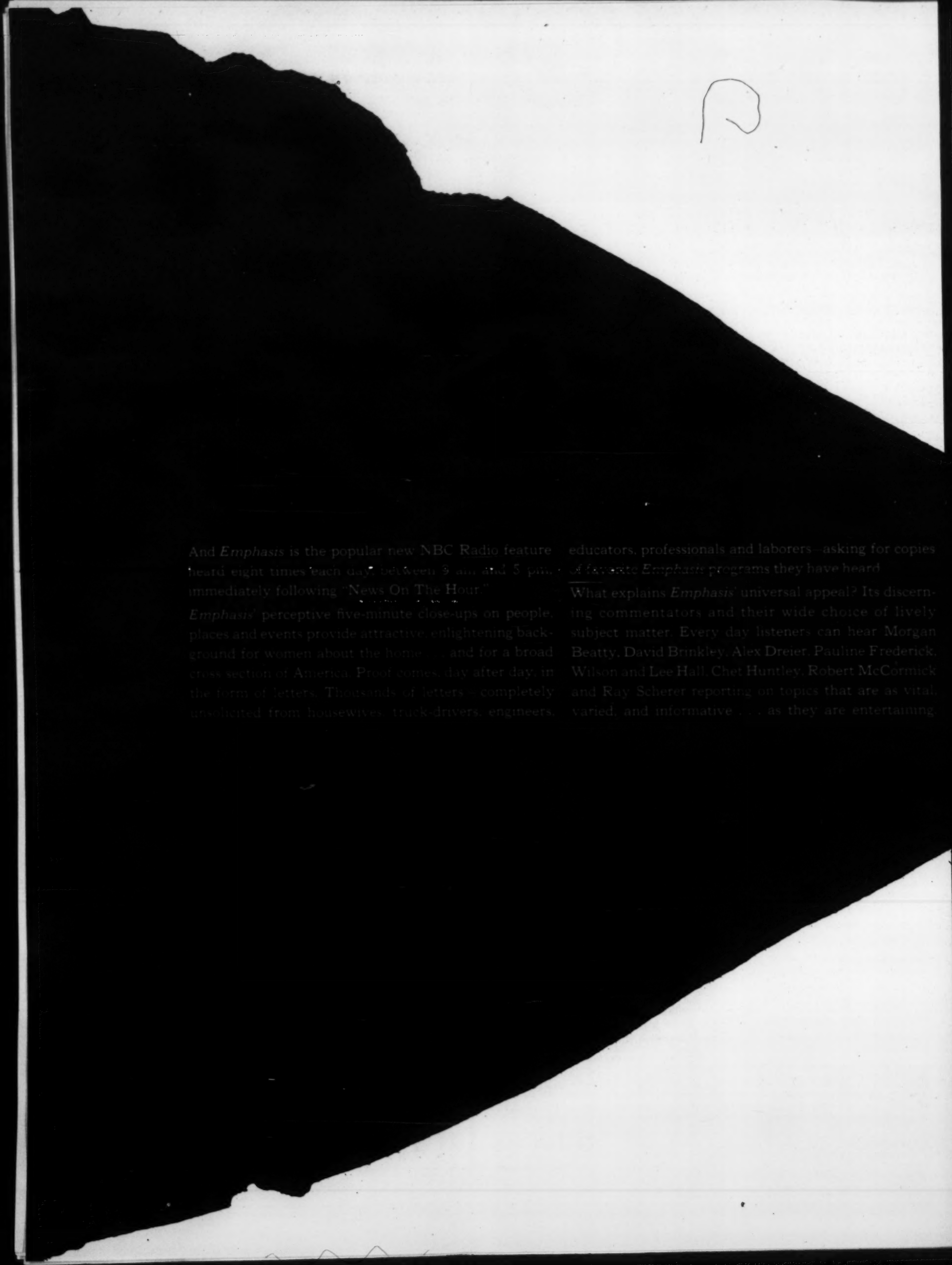
Whether you choose a combination of the new editions, or the impressive impact of the National edition, SUCCESSFUL FARMING delivers the best of the nation's best farmers, with greatest efficiency and economy.

Ask the nearest SF office for full facts.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



And *Emphasis* is the popular new NBC Radio feature heard eight times each day, between 9 am and 5 pm, immediately following "News On The Hour."

Emphasis' perceptive five-minute close-ups on people, places and events provide attractive, enlightening background for women about the home . . . and for a broad cross section of America. Proof comes, day after day, in the form of letters. Thousands of letters – completely unsolicited from housewives, truck-drivers, engineers, educators, professionals and laborers – asking for copies of favorite *Emphasis* programs they have heard.

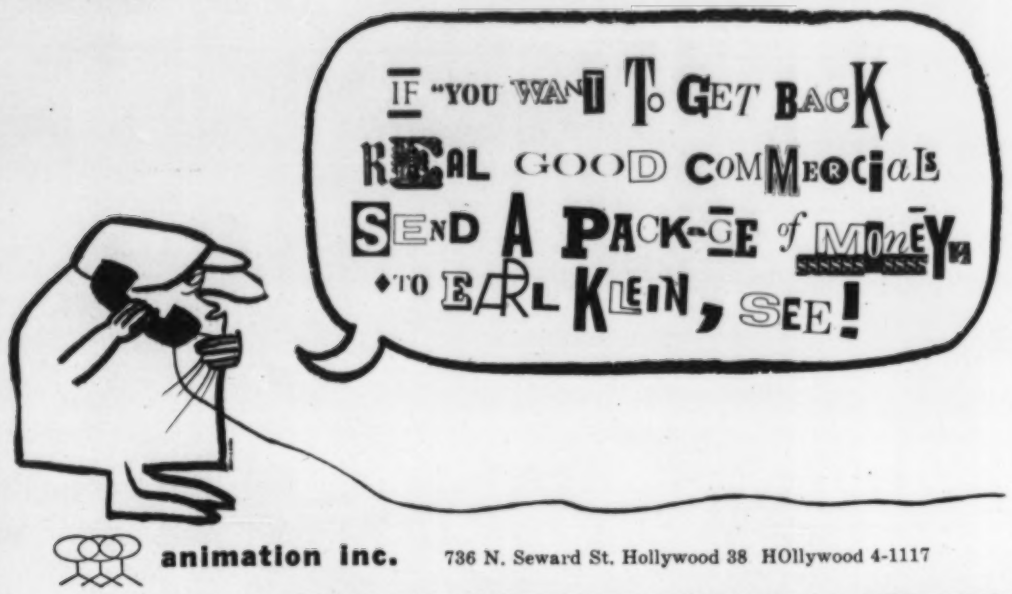
What explains *Emphasis'* universal appeal? Its discerning commentators and their wide choice of lively subject matter. Every day listeners can hear Morgan Beatty, David Brinkley, Alex Dreier, Pauline Frederick, Wilson and Lee Hall, Chet Huntley, Robert McCormick and Ray Scherer reporting on topics that are as vital, varied, and informative . . . as they are entertaining.

Advertisers too will find emphatic reaction to *Emphasis*. In [illegible] weekly 16 announcements on [illegible] than 16 million commercial impressions for only $1 per thousand. And during that week your message will enter more than 3½ million unduplicated homes.

Put the selling power of *Emphasis* on your advertising schedule . . . as part of the Sound of the Sixties on

THE NBC RADIO NETWORK

the word is emphasis



animation inc. 736 N. Seward St. Hollywood 38 HOllywood 4-1117

Champion Starts Spring Push

Champion Spark Plug Co., Detroit, has launched what is reportedly its largest advertising program ever, pointing up a need for a spark plug check every 5,000 miles to improve engine performance and economy. Color ads in *Life, Reader's Digest* and *The Saturday Evening Post* will tell motorists, "Worn spark plugs waste lots of gas." The "worn plug" warning will be carried over 200 NBC radio stations carrying "Monitor," 300 Mutual stations and 100 additional top market stations.

TIO Appoints Burkland

Carl J. Burkland has been named to the new post of general manager of the Television Information Office, New York. Serving as a consultant to TIO since December, 1959, Mr. Burkland prior to that was vp and general manager at WAVY and WAVY-TV, Portsmouth, Va.

Industry to Spend $9 Billion on Research, McGraw-Hill Reports

NEW YORK, May 3—Industry will spend $9.5 billion for research and development in 1960, a gain of more than 6%, and business will invest a record $37.9 billion or 16% more this year in new plants and equipment.

These were key findings of McGraw-Hill Publishing Co.'s 13th annual survey of "Business Plans for New Plants & Equipment," released at a press conference last week by Dexter M. Keezer, vp and director of McGraw-Hill's department of economics.

The McGraw-Hill survey, covering "well over 1,000 companies," was made in March and April. It followed a comparable survey released in March by the U. S. Department of Commerce and the Securities & Exchange Commission, which indicated business would spend $37 billion, or 14% more, in 1960. The latter study was conducted in January and February.

Business plans to spend $10.7 billion for research and development in 1963, when it expects that 12% of sales will be in new products. #

Reincke Succeeds Meyer as President of Reincke, Meyer

Charles A. Reincke has been appointed president of Reincke, Meyer & Finn, Chicago, succeeding Wallace Meyer who becomes chairman of the board. At the same

Wallace Meyer Charles A. Reincke

time, Arthur L. Reincke, vp and secretary, was also named treasurer. Arthur and Charles, formerly vp and treasurer, are sons of the late A. B. Reincke who founded the agency in 1907.

In 1932 the late Joseph H. Finn and the late Charles C. Younggreen joined the agency and the name was changed from Reincke-Ellis to Reincke-Ellis-Younggreen & Finn. After the deaths of A. B. Reincke, C. C. Younggreen and J. H. Finn, the name was changed in 1946 to Reincke, Meyer & Finn. Vps of the agency are Gordon E. Taylor, Charles L. Fleming, Seth W. Jewell, and Joseph J. Finn, son of the late Joseph H. Finn.

RCA Reports Color TV Gains

Radio Corp. of America, New York, has reported first quarter sales of color television receivers up 40% over a year ago, and has announced plans to double its color tv production capacity.

It's Quality That Counts

Record consumer spending last year continued to emphasize why the area served by The Ann Arbor News constitutes one of the highest quality markets in Michigan. Families in this market, principally Washtenaw County, of which Ann Arbor is the County seat, upped expenditures by 10 per cent for a record-breaking retail sales total of $221,589,513 in 1959.

The great majority of these families are reached by one paper only—The Ann Arbor News—whose average net paid circulation for the six months ending March 31, 1960, was 29,008 daily. This kind of coverage led Ann Arbor area retailers to use 8,859,914 lines of advertising in this newspaper in 1959, a record figure, too.

If you have a message for consumers in one of the state's wealthiest markets, the way to make sure it reaches them is with a schedule in The Ann Arbor News.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

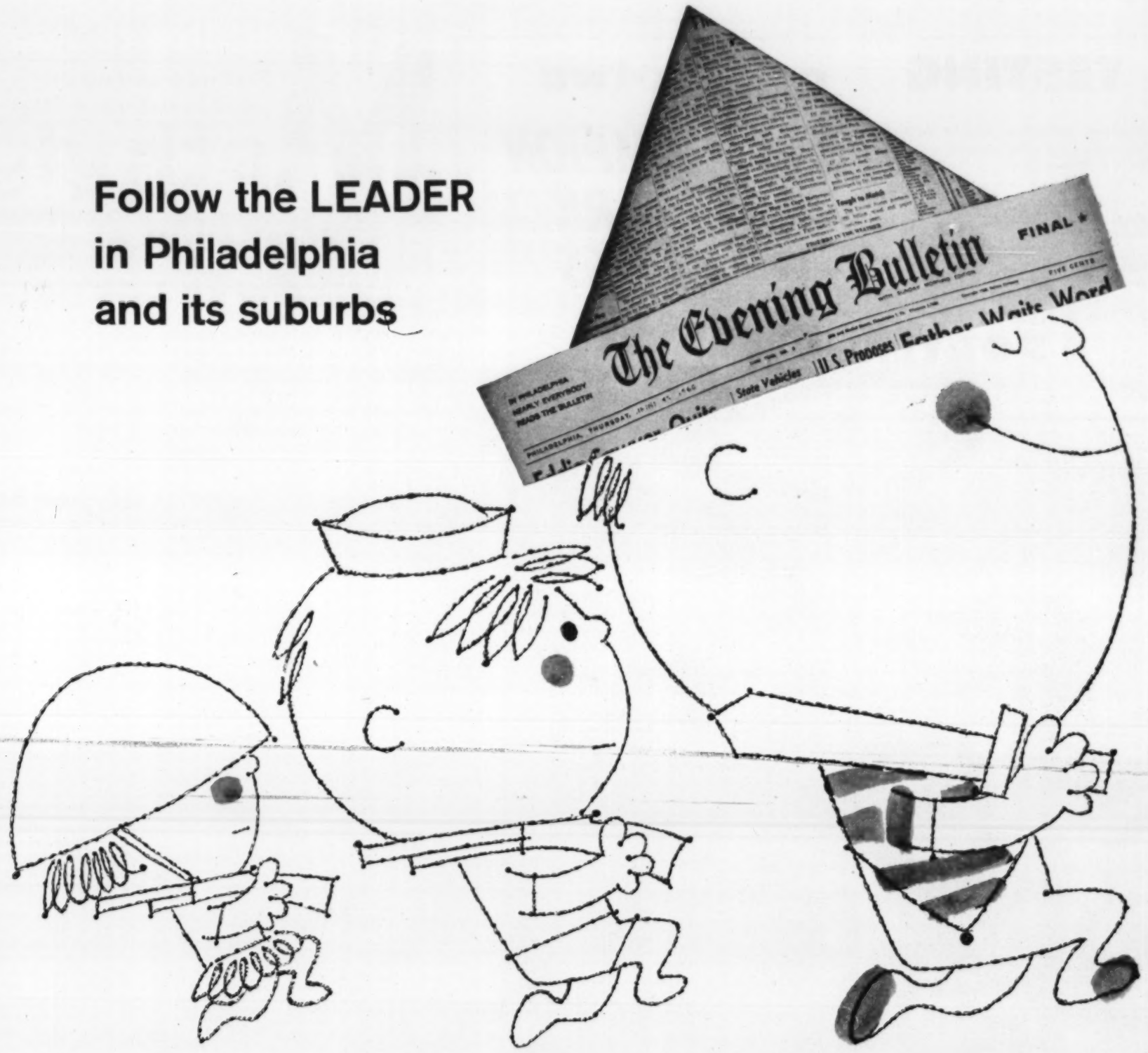
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Follow the LEADER in Philadelphia and its suburbs



There's one leader in Philadelphia and its suburbs.

It's The Evening Bulletin.

The 1959 A.B.C.. Audit Report shows that The Evening Bulletin's circulation leadership in 14-county Greater Philadelphia is 145,637.

Two major research studies—made by National Analysts, Inc. in 1960 and Carl J. Nelson Research, Inc. in 1957—show The Evening Bulletin's leadership in adult readership in both the city and the suburbs.

In the suburbs, where Greater Philadelphia is growing fastest . . .

A research study of adults in homes with telephones, made by National Analysts, Inc., shows:

In Suburban Philadelphia—
The Evening Bulletin Leads In Adult Readership
. . . by 146,000 adults in homes with telephones

A research study of adults in families, made by Carl J. Nelson Research, Inc., shows:

In Suburban Philadelphia—
The Evening Bulletin Leads In Adult Readership
. . . by 156,000 adults in families

A.B.C. Audit Reports for 1950 and 1959 show:

In Suburban Philadelphia—
The Evening Bulletin Tripled Its Circulation Leadership
. . . and leads by 36,762 families

(and this leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs each day)

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads In Circulation *and* Readership
. . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

TESTING one-six-two

Champion Spark Plugs selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Champion Spark Plugs is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

CHAMPION SPARK PLUGS

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Mattes Hale Gardner

NEW ADDITIVE—*An outdoor "teaser" campaign was used by Standard Oil Co. of California to introduce its new anti-knock gasoline compound, Methyl (AA, April 25). Over a series of two weeks the sign was shown in various stages of completion, with the dummy sign painter in the act of painting another letter. Checking traffic flow at the location of one of the signs are Tony Mattes, account executive, Batten, Barton, Durstine & Osborn, the agency, and Tony Hale and Doc Gardner of Foster & Kleiser.*

Sky's the limit in Kansas City

The 707's are flying east and west. New 1¼-million-dollar expansion at the Municipal Airport. A great new Mid-Continent International Airport a few miles to the north. Kansas City's airborne the modern way.

The airborne way for you to tap this changing, growing, big-spending market of more than a million persons is with KCMO-Radio. It's Kansas City's family radio station. For tots, teenagers, adults — not just "cats." It's Kansas City's only 50,000-watt radio station. It reaches into rural counties in four states. It sets the pace in news, music, public service.

So to give sales a lift in Kansas City, put your next flight of spots on KCMO-Radio. 810 kc CBS radio network.

Photo: A. B. Crank

KCMO~Radio

E. K. Hartenbower, Vice-President and General Manager
R. W. Evans, Station Manager

The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE	WHEN	WHEN-TV	The Katz Agency	Represented nationally by Katz Agency.
PHOENIX	KPHO	KPHO-TV	The Katz Agency	Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV	
TULSA	KRMG		John Blair & Co.	

Westinghouse Sets 35%-Off Summer Rate

NEW YORK, May 3—Westinghouse Broadcasting Co. has put together a double-pronged plan that is designed to make summertime television more attractive to advertisers.

Point 1 of the plan calls for stepped up programming activity during the warm weather season. Richard M. Pack, the company's vp in charge of programming, said the five stations all are working on locally produced specials, "first-run" feature films, new personalities and more news telecasts to supplement the highlights of the summer network schedule, which also will include the political conventions. Promotion also will be intensified.

Point 2 in the plan relates to price, with advertisers offered a 35% discount on 13-week schedules, starting June 5. As this summer discount plan was explained by A. W. Dannenbaum Jr., vp in charge of sales, it would be advantageous mainly to an advertiser spending more than 25% of his annual tv budget in the summer. If he spends less than that in the summer or is a 52-week user, he will probably be better off with Westinghouse's 20% consecutive-week discount, he said. #

Mutual Marks Four Sales; Adds Seven New Affiliates

Mutual Broadcasting System, New York, has sold a $190,000 package to Phillips Petroleum Co. (Lambert & Feasley), including half of the "Game of the Day" baseball coverage on Saturday and Sunday, plus a five-minute warm-up and five-minute wrap-up. Other new buys: Pepsi-Cola Co. (Kenyon & Eckhardt) purchased a five-day coverage of Princess Margaret's wedding, including newscasts and the "World Today" program the day before the wedding; Champion Spark Plug Co. (J. Walter Thompson Co.) bought 10 five-minute newscasts per week for 13 weeks, and Curtis Publishing Co. (BBDO) bought several participations in newscasts.

Mutual added as affiliates WORC, Worcester, Mass.; WCUE, Akron, O.; WITY, Danville, Ill.; KRIG, Odessa, and KLUE, Longview, Tex.; and KPUG, Bellingham, and KBRC, Mt. Vernon, Wash. KRIG, which left Mutual to become an NBC affiliate in 1958, will maintain a dual affiliation. The others were independents. Mutual's previous Akron affiliate was WHKK, which left MBS April 12 following the sale of the station and a name change to WHLO. The Mutual also has been sold, to Minnesota Mining & Mfg. Co. (AA, April 25).

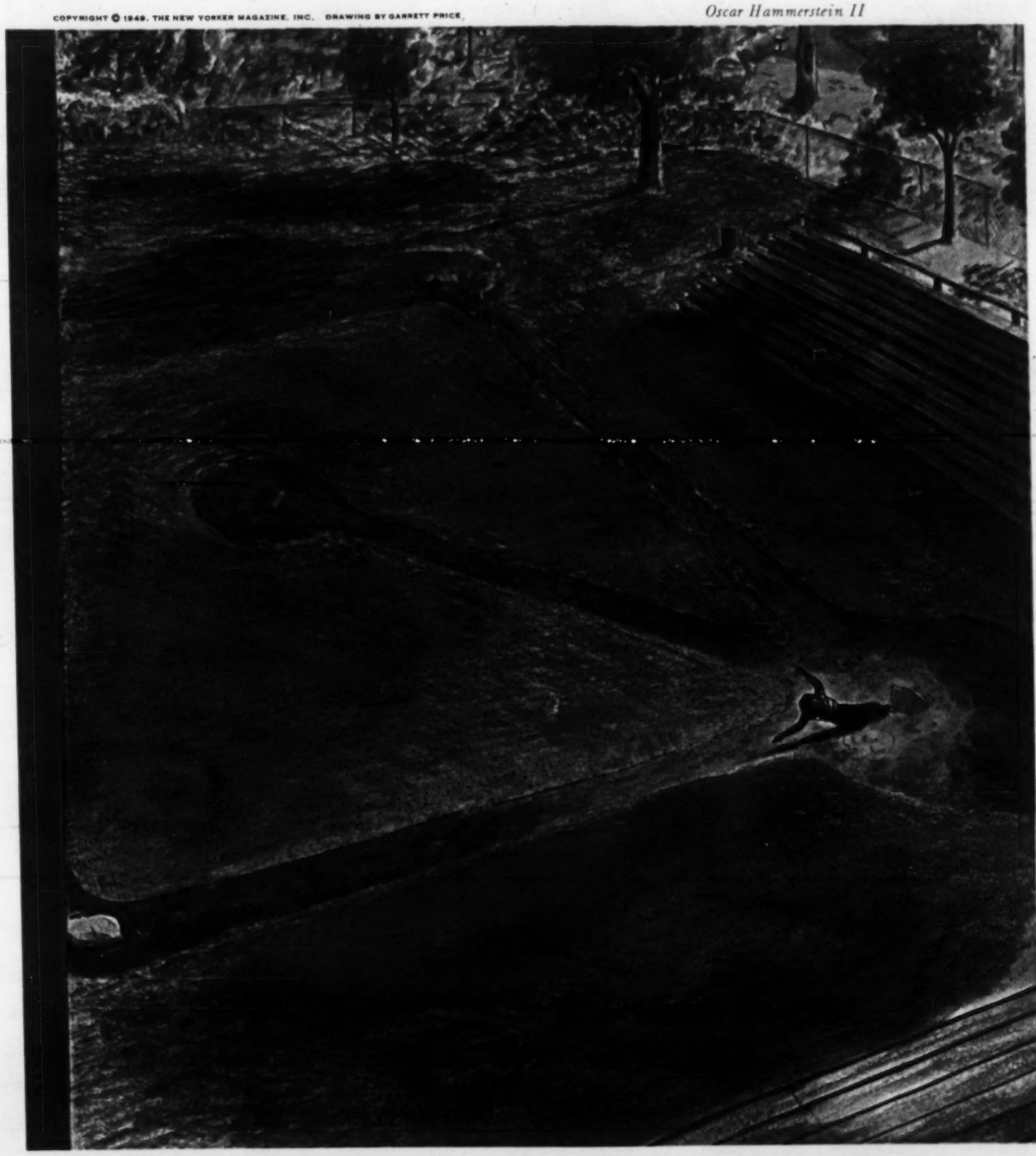
THE NEW YORKER creates

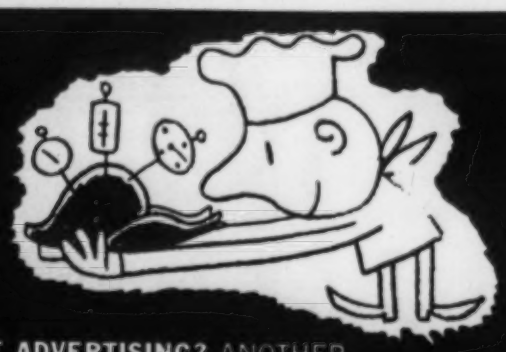
"When the illustration shown below appeared as a cover on The New Yorker, I spontaneously wrote The New Yorker to say that I thought it was not only the greatest cover, but perhaps the best picture I have ever seen. It expresses the American dream."

Oscar Hammerstein

Oscar Hammerstein II

COPYRIGHT © 1949, THE NEW YORKER MAGAZINE, INC. DRAWING BY GARRETT PRICE





Read it your way:

HOTEL & RESTAURANT ADVERTISING? ANOTHER HONOR FOR THE **NEW YORK WORLD-TELEGRAM—FIRST** AMONG THE CITY'S EVENING NEWSPAPERS BY 77,000 LINES IN 1959. IT ALSO RAN UP THE GREATEST GAIN. AS USUAL, IT'S THE **ADVERTISERS' CHOICE IN THE EVENING FIELD.**

Adman in the News . . . Allan B. Yeates

TORONTO, May 3—The Assn. of Canadian Advertisers yesterday named the youngest president in its 45-year history: Allan B. Yeates, director of public relations and advertising of the Prudential Insurance Co. of America here. He was 34 in March.

Al Yeates was a marketing major in college, who turned to sports writing, then to financial writing, and finally to pr and advertising at "the Pru," where he has spent the past nine years. "It took me a long time to get away from the seven deadlines a day we met at the *Toronto Star*," he told ADVERTISING AGE.

Allan B. Yeates

In those days, said Mr. Yeates, the *Star* was, as *Maclean's Magazine* once described it, "the greatest 3¢ sideshow on earth."

The boyish-looking Al Yeates joined Prudential as assistant manager of public relations. He was promoted to manager in 1952; to assistant director of pr and advertising in 1955 and to director last year.

■ Nine years ago, the Pru's ad budget hovered at about $125,000. Today Mr. Yeates handles about $750,000 for advertising and $200,000 for sales promotion.

Al Yeates, who claims to love advertising and who regards the ACA as his hobby, is an advocate of the "constriction theory" of advertising. "In our advertising," he says, "we must contribute something to the day-to-day life of people." The result, he adds, is a "gratitude factor" which helps sales.

In Canada the Prudential has thus sponsored a daily five-minute radio program called "Worth Knowing" ("Bon a Connaitre" in French-language markets). This offers housewives tips on how to improve family living, how to educate the youngsters and the like. A public service program called "C'est la Vie," on 30 minutes one day a week, presents, say, a heart expert who tells about the working of that organ, followed by a dramatic portion showing an actual heart operation. Another tv show is "Twentieth Century," originated by Prudential in the U.S.

"It's hard to resist using it here," says Mr. Yeates. "It's so cheap."

■ Mr. Yeates believes the Pru's use of radio "has done the job of reaching women," so now he's thinking of moving to print spectaculars in magazines "to give salesmen better entree" to prospects' homes. These would be integrated with the company's continued use of television.

As president of the ACA, he hopes—in addition to working on the public relations problems of advertising *(see story on Page 1)*, to reorganize association activities so that a "better job will be done for industrial advertisers." In line with this, the ACA will set up industrial advertiser sections in both Toronto and Montreal.

"We will launch one-day workshops on industrial advertising such as the Assn. of National Advertisers has done so successfully in the past year in the states."

■ Married and the father of two boys and two girls ranging in age from two to ten, Al Yeates lives in Lawrence Park ("one mile beyond the Toronto subway"). He catches a bus to the subway each morning and gets to his King St. office that way. There's a greenhouse in the yard behind his home, and there's fishing all summer at Haliburton, where the pipe-smoking, soft-spoken Allan Yeates has a summer place.

"The ACA is really my hobby," he says. #

Lennox Advances Lakey

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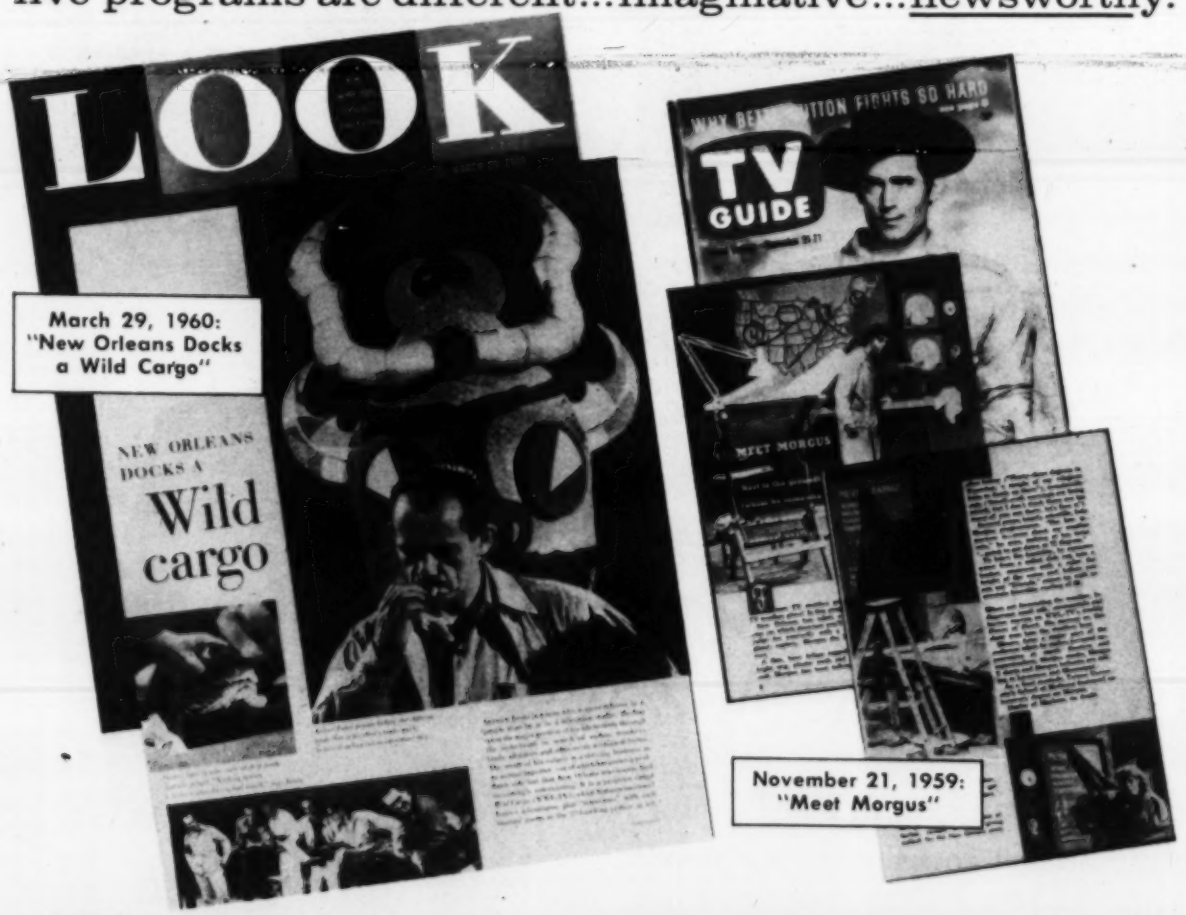
14½ MILLION PEOPLE

. . . the combined circulation of three great consumer magazines . . . have been exposed to articles about WWL-TV's outstanding local shows during the past six months. WWL-TV gets national notice because its local, live programs are different...imaginative...newsworthy.



AND a national news weekly article about Morgus, WWL-TV's different weatherman, in February, 1960.

Now in local production: "Destroyer Escort 1016," a two-hour taped drama utilizing 51 actors, 144 scenes and 37 sets . . . another good reason why WWL-TV is the *new* New Orleans favorite.

To reach Orleanians, use the channel *they* reach for!

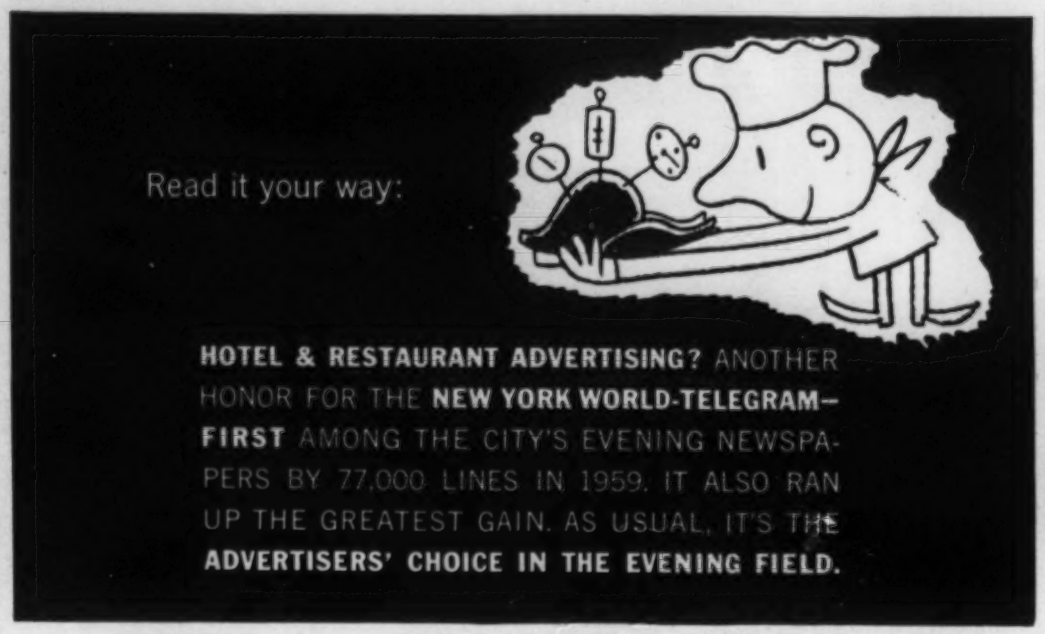
Represented nationally by Katz

CBS **WWL-TV**
NEW ORLEANS

man, you've just been *personally* verified . . . and you know it. During the past hour you've answered dozens of questions about your design engineering function . . . products . . . personnel . . . MACHINE DESIGN. Yet busy as you are, you sat still for it. Why? Could it be the charm of the interviewer from the Harvey Research Organization? Or the charm of MACHINE DESIGN itself? Or both? But what really counts most . . . you, along with every other design engineer in establishments receiving over three copies of MACHINE DESIGN, have been verified the way advertisers dream about verification.

No wonder no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage. No wonder advertisers place more pages, and invest more dollars, in MACHINE DESIGN than in any other design publication. For it's true . . . charm will get you anything. And what's more charming than top advertising value? MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

BPA MACHINE DESIGN


Read it your way:
HOTEL & RESTAURANT ADVERTISING? ANOTHER HONOR FOR THE NEW YORK WORLD-TELEGRAM— FIRST AMONG THE CITY'S EVENING NEWSPAPERS BY 77,000 LINES IN 1959. IT ALSO RAN UP THE GREATEST GAIN. AS USUAL, IT'S THE ADVERTISERS' CHOICE IN THE EVENING FIELD.

Adman in the News . . . Allan B. Yeates

TORONTO, May 3—The Assn. of Canadian Advertisers yesterday named the youngest president in its 45-year history: Allan B. Yeates, director of public relations and advertising of the Prudential Insurance Co. of America here. He was 34 in March.

Al Yeates was a marketing major in college, who turned to sports writing, then to financial writing, and finally to pr and advertising at "the Pru," where he has spent the past nine years. "It took me a long time to get away from the seven deadlines a day we met at the *Toronto Star*," he told ADVERTISING AGE.

Allan B. Yeates

In those days, said Mr. Yeates, the *Star* was, as *Maclean's Magazine* once described it, "the greatest 3¢ sideshow on earth."

The boyish-looking Al Yeates joined Prudential as assistant manager of public relations. He was promoted to manager in 1952; to assistant director of pr and advertising in 1955 and to director last year.

■ Nine years ago, the Pru's ad budget hovered at about $125,000. Today Mr. Yeates handles about $750,000 for advertising and $200,000 for sales promotion.

Al Yeates, who claims to love advertising and who regards the ACA as his hobby, is an advocate of the "constriction theory" of advertising. "In our advertising," he says, "we must contribute something to the day-to-day life of people." The result, he adds, is a "gratitude factor" which helps sales.

In Canada the Prudential has thus sponsored a daily five-minute radio program called "Worth Knowing" ("Bon a Connaitre" in French-language markets). This offers housewives tips on how to improve family living, how to educate the youngsters and the like. A public service program called "C'est la Vie," on 30 minutes one day a week, presents, say, a heart expert who tells about the working of that organ, followed by a dramatic portion showing an actual heart operation. Another tv show is "Twentieth Century," originated by Prudential in the U.S.

"It's hard to resist using it here," says Mr. Yeates. "It's so cheap."

■ Mr. Yeates believes the Pru's use of radio "has done the job of *reaching women*," *so now* he's thinking of moving to print spectaculars in magazines "to give salesmen better entree" to prospects' homes. *These would be* integrated with the company's continued use of television.

As president of the ACA, he hopes—in addition to working on the public relations problems of advertising *(see story on Page 1)*, to reorganize association activities so that a "better job will be done for industrial advertisers." In line with this, the ACA will set up industrial advertiser sections in both Toronto and Montreal.

"We will launch one-day workshops on industrial advertising such as the Assn. of National Advertisers has done so successfully in the past year in the states."

■ Married and the father of two boys and two girls ranging in age from two to ten, Al Yeates lives in Lawrence Park ("one mile beyond the Toronto subway"). He catches a bus to the subway each morning and gets to his King St. office that way. There's a greenhouse in the yard behind his home, and there's fishing all summer at Haliburton, where the pipe-smoking, soft-spoken Allan Yeates has a summer place.

"The ACA is really my hobby," he says. #

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BPA MACHINE DESIGN

Just the facts, man*

WJIM-TV has 49 out of the top 50 highest rated shows!

* Lansing Nielsen, Feb., 1960

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve LANSING.... FLINT.... JACKSON

Basic CBS

New Industry for Monaco: Registration of Patents

You can now get a patent on a new idea in 24 hours for only $10. This service is available from the principality of Monaco, which has established a patent office. Anyone interested in registering a new idea simply has to apply to the Monaco Patent Office, Monte Carlo, Monaco. The certificate will be issued within 24 hours. Arthur P. Jacobs Co., New York public relations company, which released this news, said that "the certified document of the new idea and recorded data is usable as evidence in all countries."

Canadian Vacmaster to Grant

Canadian Vacmaster Co. Ltd., Toronto, North American operating company of Vorwerk & Co., Maschinenfabrik, Wuppertal-Barmen, Germany, has appointed Grant Advertising (of Canada) Ltd., Toronto, to handle its advertising. Burns Advertising Agency, Toronto, is the former agency.

Minnesota High Court Rules Out Fair Trade Law

ST. PAUL, MINN., May 3—A decision handed down by the Minnesota supreme court declares unconstitutional the state's fair trade law, which permitted manufacturers to establish minimum resale prices for their trademarked products.

"The purported authority to fix prices," the high court said, "is an unconstitutional exercise of legislative power."

The court reversed a lower court decision which granted an injunction to prevent Gem Inc., operator of a store in Bloomington, from selling Remington firearms and ammunition below prices established by the company.

Also affected by the decision were some 30 lawsuits brought by other national manufacturers to prevent Gem from selling their products below statewide established prices.

■ The high court's decision, written by Justice William P. Murphy, pointed out that the fair trade act, in effect, delegated to private persons the right to establish rules for conducting business which are binding on those who do not consent to such rules. It said the delegation of such power to private persons is an illegal delegation of power by the legislature.

Minnesota, through the ruling, became the 17th state to outlaw so-called fair trade acts. To date 16 states have upheld the constitutionality of such laws.

■ Minnesota's fair trade act, passed in 1937, had a history of almost constant tests and challenges in the courts.

A ruling handed down by the Minnesota supreme court in 1951, however, apparently nullified a clause binding non-signers of contracts. This clause was considered the key to enforcement of the act.

But the following year, the clause was apparently back in good standing after congressional amendment of the Federal Trade Commission Act.

J. A. A. Burnquist, then Minnesota state attorney general, handed down a ruling that the federal action made the Minnesota act again valid.

■ The law often has been confused with the Minnesota unfair practices act, which prohibits sales below cost for the "purpose or with the effect of destroying competition."

The unfair practices act, which also prohibits "giveaways" for the purpose of injuring or destroying competition, requires that merchants make at least an 8% markup on goods sold. Supermarkets have been the most frequent target of complaints under this act.

The ruling handed down by the state supreme court on the fair trade law did not affect the unfair practices act. #

KIOA Promotes Three

Public Radio Corp., owner of KIOA, Des Moines, has promoted J. C. Dowell from vp and station general manager to vp and national sales director of Public Radio. He will be succeeded by Larry Monroe, formerly station manager and program director. Steve Haefner, of the KIOA talent staff, succeeds Mr. Monroe as program director.

RCA VICTOR TV Sales Drive a "winner" with Wilson

Exciting as a TV spectacular was RCA VICTOR's recent "Pic-A-Prize" television dealer incentive program. It was a drive that produced spectacular results and this drive was sparked by natural appeal of sporting goods incentives from Wilson.

WILSON'S PROMOTION PACKAGE—Appealing incentives, complete planning, promotional know-how, and real showmanship—you get the whole package from Wilson. Put the appeal of sporting goods and the popularity of the all-time sports greats who form the Wilson Advisory Staff behind your next promotion. And don't forget ...you get prompt delivery from every one of Wilson's 29 full stocked, strategically-located warehouses.

For detailed information on how Wilson can make your next promotion "spectacular", fill out and mail in the coupon below.

Sales Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO

(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

YOUNG MR. MITTY?—*H.I.S. Sportswear Co.'s new campaign is based on a psychological study showing that the "lean look" in men's clothes denotes "an unconscious desire for adventure."*

Chicks Flip for Trews Trousers, Says H.I.S. Push

NEW YORK, May 3—Why are those tight-fitting tapered trousers so popular with teen agers and college men? They "reflect an unconscious desire for danger and adventure," a research study shows.

That's the analysis of Dr. Murray Sherman, a New York psychologist hired recently by H.I.S. Sportswear Co. to figure out the appeal of tight-fitting pants.

As Dr. Sherman further explained, such clothes "denote masculinity and readiness for action. . . It's a short step from Napoleon, with his dreams of conquest, to the young man of today, who dreams of emulating Marshal Dillon or Peter Gunn. Napoleon, too, wore tight pants."

With this information in hand, the company is launching a new campaign theme: "Be the man you want to be." The illustrations will show models wearing H.I.S. sportswear against a backdrop showing dangerous sports such as mountain climbing, sky diving, sports car racing, skin diving and skiing.

■ Typical copy will read: "Get that lean, lusty look in tapered Trews slacks by H.I.S., styled for men with a yen for action. Trews fit tight and trim, ride low on the hips, give a guy those long lean lines the chicks flip for."

The ads also offer 17x22" sports posters to "pep up your bedroom, dorm or den" for 25¢ per poster or $1.50 for six. The posters picture the various sports featured in the ads and make the customer an "active member" in various sports clubs "sponsored by H.I.S."

Color pages—the first full color ads for the company—will run in *Esquire*, *Playboy* and *Sports Illustrated*, from August through November. Ads will also appear throughout the fall in campus newspapers of 120 colleges. There will also be insertions in the August, September and October *Boys' Life*.

Merchandising aids include newspaper mats, statement enclosures, club posters, unmounted color enlargements and easel displays.

Leber & Katz, New York, is the agency. #

Promotional Moves Offices

Promotional Advertising, Los Angeles, has moved to new offices at 9110 Sunset Blvd.

Jell-O Mint Pudding Launched

"Big new taste" is the copy theme for an all print campaign now running to introduce Jell-O chocolate mint pudding and pie filling, the sixth flavor in the line. Advertising for the new General Foods Corp. product is running in *Ladies' Home Journal*, *Look*, *McCall's* and Sunday supplements. Young & Rubicam, New York, is the agency.

Cappel, Pera Adds Two

Cappel, Pera & Reid, Orinda, Cal., has been named to handle advertising for V. R. Smith Co., Lindsay olive grower, and for Bayview Federal Savings & Loan Assn., effective June 1.

ELGIN
AURORA
JOLIET
ILLINOIS

MARKET ON THE MOVE!

Elgin, Aurora, and Joliet are key cities in the Northern Illinois "market on the move"—a remarkable growth area thrusting outward from Chicago.

And you can sell the market—simply, economically, effectively—through three Copley Newspapers: **Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News.** When you buy all three, you save 9½¢ a line!

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois—Springfield, Illinois—San Diego, California—and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

IT'S BASEBALL TIME

Attention

RADIO **T-V STATIONS**

Advertising Agencies **Chamber of Commerce Members**

If you are interested in your hometown baseball team, whether you are in a one horse town or the big city, we can help you with added revenue—increase sales for your client—boost baseball in your area. Write today for information on "Score." The new copyrighted baseball game sheets that are played in conjunction with a live local game. It will mean $$$$$ for you.

PROMOTION TIME U.S.A.
901 East 8th Ave.
Denver 18 Colorado
AComa 2-7539

PLEASE SEND PARTICULARS

MR. _____ TITLE _____

FIRM _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____

SPORTSCASTS — *J. Ronald Getty, marketing manager of Tidewater Oil Company, seated, signs contracts for college football and basketball game broadcasts, with Wilbur Johns, athletic director of University of California at Los Angeles, left, and Jess Hill, athletic director, University of Southern California.*

Jeannette Glass Names Allied

Jeannette Glass Corp., Jeannette, Pa., has appointed Allied Advertising Agency, Cleveland, to handle its account.

Lack of Business Forces Hoyt Agency to Close Miami Office

NEW YORK, May 3—Charles W. Hoyt Co. has closed its Miami office. Winthrop Hoyt, chairman of the agency, recently attributed the closing to insufficient business.

The Miami office was opened in 1955, primarily to handle the Caribbean advertising of KLM Royal Dutch Airlines, Mr. Hoyt said. But since 1958, when KLM moved its advertising to Erwin Wasey, Ruthrauff & Ryan (AA, Feb. 10, '58), he said, the office has handled only a handful of accounts.

John R. McAtee, who merged his own Miami agency with Hoyt to form the branch in 1955, and who became vp of the agency in charge of the branch (AA, Nov. 7, '55), has reestablished his own agency, called General Advertising of Florida. His office will remain in the Chamber of Commerce Bldg.

■ The Miami branch, in servicing the Caribbean account, at one time handled 35% of KLM's advertising, which was estimated at $1,000,000 when KLM shifted to EWRR. The branch had two employes when it was closed on April 1.

Mr. Hoyt said that closing the office would not affect the agency's forecast for a 20% gain in volume in 1960. Hoyt billed a total of $10,400,000 in 1959 including $873,934 in capitalized fees (AA, Feb. 29).

KLM appointed Hoyt for all domestic advertising, except Caribbean—which includes Central and South America and the Netherlands West Indies—in April, 1946. It named the agency to handle its Caribbean business in April, 1947. #

Meany Adds Three Accounts

Rippolite Plastic Products, Burbank, Cal., has moved its account back to Philip J. Meany Co., Los Angeles, from Hal Stebbins Inc., which had serviced it for the past six months. The company makes plastic panels. Meany also has been named to handle advertising for Luber-finer Inc., Los Angeles manufacturer of oil filters, and for Sealzit Co. of America, Riverside, maker of a new spray gun.

covers *the entire State of* **Nebraska*** *daily, better than any San Francisco paper covers the San Francisco metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

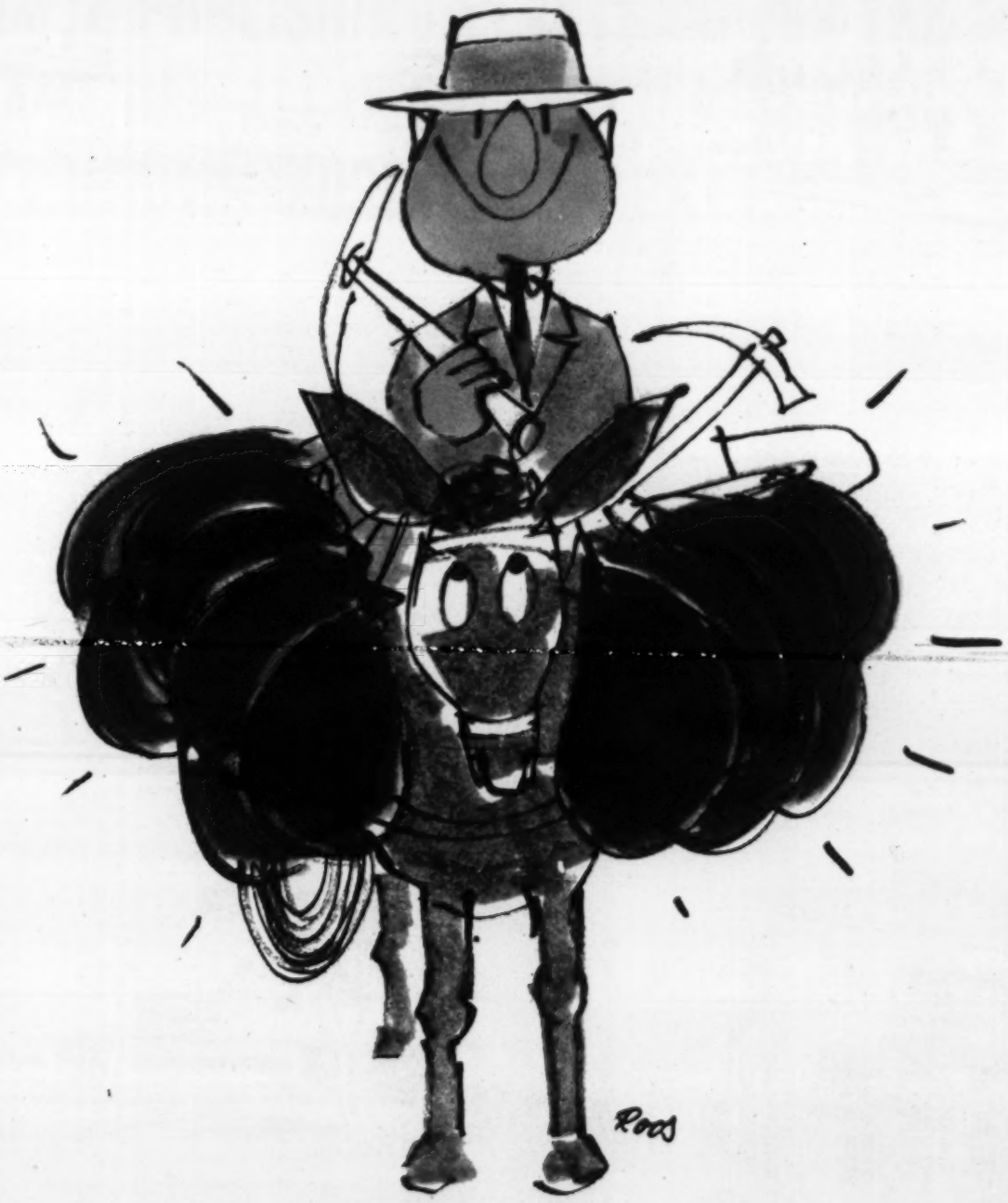
National Catholic Family Magazine

QUICK sales to LIVE prospects.

JULY ISSUE CLOSES MAY 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

Triumphs of an advertising decision maker



HE PAID ONLY FOR "PROSPECTS"—NOT FOR "SUSPECTS"

When this media man went digging for gold he struck it rich, by concentrating his client's advertising budget in Hearst Special Interest Magazines—where he knew the ore was richest. So doing, he eliminated that portion of disinterested, unwanted readers that he might have paid for in mass circulation media, and directed his message just at preconditioned prospects—not unlikely "suspects".

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

CHICAGO

DALLAS

CHICOPEE FALLS

WASHINGTON, D. C.

CLEVELAND

SAN FRANCISCO

STORY OF A DECADE!

Wall Street Journal circulation 1950: 153,208

Wall Street Journal circulation 1960: 660,646

NOW ... FROM 7 PUBLISHING PLANTS COMES THE SAME NEWS, SAME DAY, ALL OVER THE U.S.A. SERVING THE GETTING-AHEAD-IN-BUSINESS MARKET.

FAST...ACCURATE...COMPLETE...THIS IS THE NATIONAL BUSINESS DAILY

Now, in 1960, to keep pace with the ever-increasing demand for The Wall Street Journal, two new publishing plants have been added and are now in operation. One is in Cleveland, Ohio, and the other is in Chicopee Falls, Massachusetts. Thus, the Midwest Edition is emanating from modern printing plants in two cities 325 miles apart—Chicago and Cleveland. Similarly, the Eastern Edition's printings speed to subscribers from three different cities—New York, Washington, D. C., and Chicopee Falls. With each forward step, one thought is uppermost in the minds of Wall Street Journal management: *How can The Journal best serve its readers?* The business news must not only be accurate and complete...it must be delivered fast. Alert to the needs of businessmen everywhere, The Wall Street Journal keeps looking ahead. Only in this way does a publication serve the best needs of its advertisers. (Inseparable reasons why key executives everywhere repeatedly say this one is "the most useful one" among all publications.)

NEW YORK

THE WALL STREET JOURNAL

Published at:

EASTERN EDITION
New York
Washington, D. C.
Chicopee Falls, Mass.

MIDWEST EDITION
Chicago
Cleveland

SOUTHWEST EDITION
Dallas

PACIFIC COAST EDITION
San Francisco

OFF CAMERA with JIM WILSON

Jim Wilson, WSBT-TV's Sports Director and former Hoosier basketball star, is a keen interpreter of national and local sporting news. As a result, his 5:45 P.M. sports show on WSBT-TV is followed daily by area sports fans. (Neilsen rating 24.4 Feb. 1960.) See your Raymer man for availabilities.

This sportcaster's view of the South Bend, Indiana, TV market: advertisers who believe they're covering South Bend with Chicago TV are kidding only themselves. South Bend is a seperated Metro Area which is covered 95% by 3 local stations. And WSBT-TV does the lion's share of covering—47% weekly average according to the February Nielsen. Top CBS shows and popular local programs do the trick.

For years a top midwest market, South Bend now is even better. Household incomes stand at $7553; highest in Indiana! But you'll want complete details. See your Raymer man or write to WSBT-TV.

Channel 22 WSBT-TV

WSBT-TV CBS TELEVISION NETWORK

SOUTH BEND, INDIANA • CHANNEL 22

Ask Paul H. Raymer • National Representative

Gales Joins William E. Algie

J. Gerald Gales has joined William E. Algie Ltd., Toronto, as account supervisor. Mr. Gales formerly was industrial advertising manager of Dominion Rubber Co.

WGR Promotes Dix

William P. Dix Jr., formerly assistant manager and director of sales of WGR and WGR-TV, Buffalo, has been named to the new post of station manager of WGR.

'Salt Lake Tribune' Hikes Rates

The *Salt Lake Tribune*, Salt Lake City, has increased its newsstand prices from 5¢ to 10¢ on weekdays and from 15¢ to 20¢ on Sundays.

Ziff-Davis Boosts Kauffman

Ziff-Davis Publishing Co. has promoted Sanford Kauffman to advertising promotion manager, a new post. He was formerly promotion director of *Modern Bride*.

'Nargus Bulletin' Hails Cooperation of FTC, Food Field

CHICAGO, May 3—The task of correcting unfair trade practices through a stronger partnership between the Federal Trade Commission and the food industry is foreseen by National Assn. of Retail Grocers of the U.S., as reported in the April issue of *Nargus Bulletin*.

"There is a noticeable atmosphere of challenge to old ways of doing things at the commission," Nargus said. "It is not bogged down in a subserviency to the status quo. Procedures are being speeded up. Where it formerly took months to get action, now it sometimes comes in a matter of only hours."

The "new" FTC holds great promise for the food industry, according to Nargus, and the stronger partnership is expected to bring about coordinated programs for voluntary and compulsory correction of unfair trade practices.

■ "Acting on the premise that by being a friend of fair minded business people it can do its job more efficiently, the commission is preparing a number of programs to assist business in complying with the law," Nargus said. "The slick operator who has only contempt for the law by exploiting those around him will get tough treatment. The majority who want to comply will receive the commission's assistance."

The association said that the FTC's resurgence comes at a time when the industry is—more than ever—fed up with the special deals and kickbacks taking place. "It may mark a significant turning point in the long and difficult struggle against evil," it added. #

Topps Uses Baseball Cards to Select All-Star Team

Topps Chewing Gum, Brooklyn, is using its baseball picture cards to conduct a contest to select a major league all-star rookie baseball team. More than 30,000,000 ballots will be distributed with the cards, which are included with Topps bubble gum, and by organized youth groups. Youngsters from 6 to 16 are eligible to vote. They can vote for one player per ballot but may submit any number of ballots. Voting deadline is Sept. 15. The team selected will receive trophies and checks for $125 each.

To plug the contest with the players, Topps used a b&w spread in the April 20 *Sporting News*. Four 200-line b&w ads will be used in the *Sporting News* through September to point up voting progress. While Grey Advertising, New York, is the agency for Topps, the company placed the ads direct.

Midwest Research to Colle

Midwest Research Associates, Dassel, Minn., grower and processor of hybrid seed corn, has appointed Colle & McVoy Advertising Agency, Minneapolis, to handle its advertising.

Here's the SURE way to ALL of the Big.....

Via circulation that stems from no other source but a MARKETABLE editorial product

THIS is the book that is edited for, 100% paid for, and read by the engineers *and* contractors who identifiably do heating, piping and air conditioning work . . . the ones who specify *and* buy. Singly, or in combination, these factors (shown above) purchase-control every job in the industrial-big building field. Your advertising in HEATING, PIPING & AIR CONDITIONING meets them face-to-face plus the leading wholesalers and OEM's. Pure circulation . . . responsible circulation! Don't settle for less. Choose HP&AC — well worth your advertising dollar because it has proved well worth the reader's dollar. • Highest quality 100% paid ABC circulation. • Leads in number of editorial pages. • Leads by over 2 to 1 in advertising volume. • Has more advertisers and is used on an exclusive basis by more advertisers. KEENEY PUBLISHING Co., 6 N. Michigan, Chicago 2, Illinois.

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE

Box AA 245, Wilton, Conn.

what makes Factory so versatile?

FACTORY's subscribers make it so versatile. Because they need answers to so many different kinds of problems – immediate headaches like "With what and how do I do it better?" as well as help in broader areas such as work measurement and quality control. They get these answers on every editorial page of FACTORY . . . from features with the depth of "Featherbedding, a Symptom of Management Failure" to the sparkle and immediacy in "Ideas of the Month". That's why so many smart advertisers use FACTORY to sell everything from truck rental programs to fluorescent lighting.

FACTORY

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

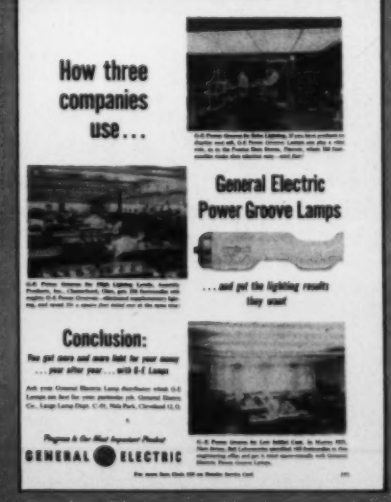
FEATHERBEDDING

a Symptom of MANAGEMENT FAILURE

Today's critical area for plant management: Featherbedding – the work rules issue. The real problem: how to hang onto your management rights, the ones that haven't already been given away.

FACTORY IDEAS OF THE MONTH

Dollar-saving reasons for RENTING


How three companies use . . .

General Electric Power Groove Lamps

. . . and get the lighting results they want

Conclusion:

You get more and more light for your money . . . year after year . . . with G-E Lamps

Progress Is Our Most Important Product

GENERAL ELECTRIC

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A46, 19 W. 44th St., New York 36, N. Y.

NBC-TV Promotes Three

Alan D. Courtney, previously vp in charge of nighttime programs at NBC-TV, New York, has been promoted to the new post of vp in charge of program administration. Nighttime and daytime programs, formerly headed by vps at the network, will now be handled by directors. Robert F. Aaron, who had the title of manager for daytime program administration, has been promoted to director for daytime programs. Joseph P. Cunneff, who was previously manager for nighttime network program operations, has been named director for nighttime programs.

McIntyre to American Trade

John C. McIntyre has joined American Trade Magazines Inc., Chicago, as regional sales manager in the Midwest. Mr. McIntyre was formerly Chicago manager of Duncan Scott & Co.

Give Facts, Fewer Generalities, Bissell Urges Business Books

NEW YORK, May 3—Business paper advertising needs "less emphasis on generalities and more on usable information," according to Herbert D. Bissell, marketing vp of Minneapolis-Honeywell Regulator Co.

Mr. Bissell told an Associated Business Publications advertising awards luncheon here last week (AA, May 2) that with American business "facing a squeeze between intensely competitive selling prices and increasing costs" business paper advertising represents a "low cost method of communication and education."

Thus, business publications "bear a new and greater responsibility to measure up to the needs of their audience," he continued.

"Technology in practically every industry is moving so rapidly that standard text and reference books are outdated daily. The scientist and the business man," Mr. Bissell said, "are finding business publications completely essential for their education and economic success."

■ Minneapolis-Honeywell received a special ABP award for the most dramatic use of business paper advertising in 1959. Commenting on the company's ad philosophy, the marketing vp said M-H is "interested in as much circulation for as little money" as it can get. It uses mainly b&w ads, with an occasional four-color insert, in the "first and second books" in a field, he said. #

American Trucking Names Advertising Contest Winners

Eastern Express, Terre Haute, Ind., won first place for its overall advertising campaign in the contest sponsored by the customer relations council of the American Trucking Assn. Other first place winners and their categories are Spector Freight System, Chicago, best single advertisement; Gateway Transportation Co., LaCrosse, Wis., best mail campaign; Interstate Motor Lines, Salt Lake City, best single mail piece, and Pilot Freight Carriers, Winston-Salem, N. C., best space campaign.

Contest judges were Stanley G. House, president of House & Gerstin, Washington; Norman Rowe, advertising manager of Fruehauf Trailer Co., Detroit, and Donald J. Wilkins, vp, Advertising Federation of America, Washington.

New London 'Day' Rates Up

The *Day*, New London, Conn., evening newspaper, has issued a new rate card, effective July 1, 1960. Flat national rate will be increased 2¢, to 16¢ per agate line, while rate for amusement, theater and radio and tv advertising will be boosted 2¢, to 18¢ per line.

BOY + KITE = high-flying adventure in the marvelous world of make-believe. *But there's no make-believe when Los Angeles' top ten† VOLUME retailers buy newspapers!* In the evening, their *first* choice,* *by far,* is the Herald-Express, because . . . . . .

†Names upon request. *SOURCE: Media Records, 1959.

✓ **THE LARGEST!**
Yes. The largest evening circulation in Western America. 355,764* Net Paid! 52,047 MORE than the other evening newspaper!

✓ **THE BEST!**
Yes. Concentrated coverage of Los Angeles County, which accounts for more than 90% of the Metropolitan Area's Retail Sales!

✓ **THE EXCLUSIVE!**
Yes. 75 per cent of the Herald-Express' circulation is unduplicated by any other metropolitan paper!

*SOURCES: ABC, Sales Management & Top Ten Brands Report.

Los Angeles Evening **HERALD-EXPRESS**
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Need to Analyze Your Public Relations?

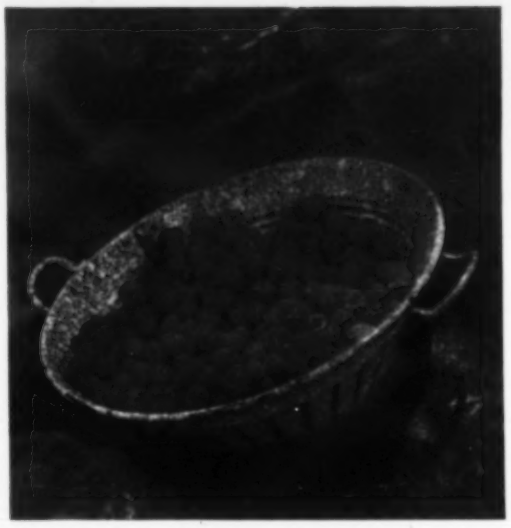
Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Kodak

Persuasion
is the essence
of advertising—
photography is
the essence
of persuasion

ILLUSTRATIONS ON NEW KODAK EKTACHROME FILM E3
BY JAMES BRADDY, SHIGETA WRIGHT



AGENCY FOR KRAFT FOODS: NEEDHAM, LOUIS, & BRORBY, INC.

EASTMAN KODAK COMPANY
Rochester 4, N.Y.

Reaching the Heart Of the World's Richest Market

Population growing at a pace more than double the national average . . . bank deposits, retail sales and buying power above the state level . . . industrial, agricultural and recreational expansion surging to an unprecedented high.

Throughout Southern New Jersey's three great counties—Atlantic, Cape May and Cumberland—one paper—and only one—the PRESS can bring to your message a quick response and profitable returns.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*

Scolaro, Meeker & Scott, Inc., *National Representatives*

Guard Repute of Advertising; It's Vital, Kintner Says

N.Y. AIA Unit Honors Storz, Newman; Elects Bason Its New President

NEW YORK, May 3—The time may have come, Earl W. Kintner, chairman of the Federal Trade Commission, said yesterday, "to call greater attention to the good and constructive things being done in advertising.

"I do not mean to suggest that the good job being done by some justifies in any way the shortcomings of others, which may not as yet have been corrected," Mr. Kintner told the New York chapter of the Assn. of Industrial Advertisers, "but the value of legitimate advertising to our economy is too important to permit the abuses of some to bring the entire industry into general and sustained disrepute."

(Speaking at a press conference prior to the AIA lunch, however, Chairman Kintner said, with respect to FTC efforts to correct illegal advertising, "I want to see pressure maintained on a sustaining basis all the way down to the local level.")

■ "Industrial advertisers realize more fully than some others"—he had called industrial advertising "the cleanest and most creative area of advertising" at his press conference—"the great harm which may be done to otherwise efficient organizations truly deserving of respect if public confidence is disparaged or destroyed by the use of deception or cheap huckster appeals," he continued.

"For this reason, you as institutional advertisers can lead the way toward more imaginative use of legitimate advertising in keeping with its basic purpose of informing the public, whether it be about institutions or about individual consumer products," he said.

The FTC, the chairman explained, was created to "root out" the weeds in the garden of advertising. He added, however, "There is danger in harming the carefully cultivated plants by the misapplication of weed killer. Care must be exercised in combating the evils found in some advertising, lest in the process all advertising be harmed."

■ He said the "problem of forming up a fair advertising message within the bounds of the information available" is a creative rather than a legal one, which "can be solved at only one level, the creative level within the advertising agencies and the advertisers."

Because neither FTC nor the media "can know all about every product advertised," Mr. Kintner said, it "seems clear that it is impossible to ask either to take responsibility for solution of specific advertising problems."

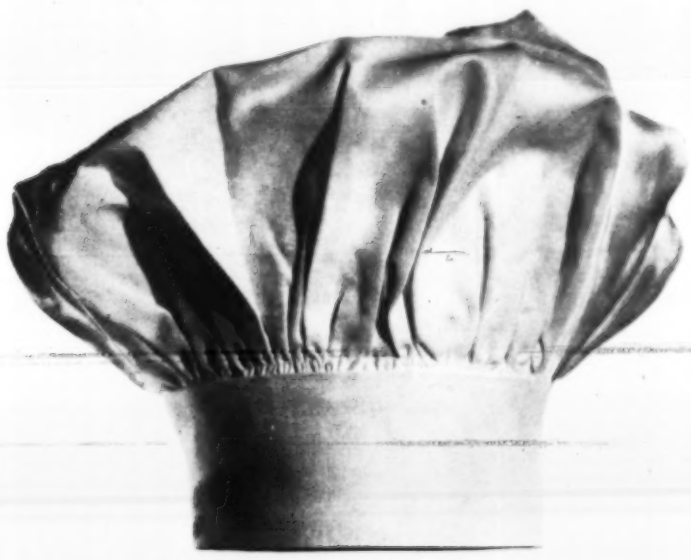
At his press conference, Mr. Kintner said that about 90% of the FTC's corrections of illegal advertising practices were "effected through informal means" and that the remainder were brought about through litigation.

He said he was "hopeful that we won't need additional legislation" to correct these practices. The way to avoid the need for more laws, he said, is to "enforce the laws you have. You get too many laws, and you are going to get down to a shred of freedom."

■ The AIA named Mel G. Storz, of *Aviation Week*, its "space salesman of the year," and Joseph Newman, of O. S. Tyson & Co., its "space buyer of the year," and elected new officers and directors.

New chapter officers: George R. Bason, American Brake Shoe Co., president; Philip Gisser, U. S. Industrial Chemicals Co., 1st vp; Joseph L. Dean, Combustion Engineering Inc., 2nd vp; David Levy, John Mather Lupton Co., secretary, and Clinton Braine, G. M. Basford Co., treasurer.

Robert Marien, Sun Chemical Corp., and Joseph Keneally, Union Carbide Corp., were elected active directors, and Gene Simpson, *Power*, and Jack Cortissoz, *Industrial & Engineering Chemistry*, were elected associate directors. #



ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are trademarks, too!

As this tall white hat identifies the chef, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize *and* use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

Ex-McCann PR Exec Criticizes Ad 'Leverage'

ATLANTA, May 3—The former head of McCann-Erickson's public relations affiliate indicated here that a principal reason he withdrew from the company consisted of the implications of "leverage"—the use of advertising to influence the use of editorial space.

W. Howard Chase addressed the 11th Atlanta advertising institute last week on the differences between advertising and public relations when he made his comments on the "morality" of leverage.

He did not mention McCann-Erickson, where he was vp and general executive, by name, nor Communications Counselors, the agency's pr affiliate, of which he was founder and president for four years before forming his present company, W. Howard Chase Associates.

Mr. Chase has worked for several advertisers and has been a partner in the pr business before. His only agency experience has been with McCann.

After a discussion of the functional differences between advertising and public relations, the speaker continued:

■ "There remains the moral issue, best illumined by the question of leverage. I am profoundly disturbed by the implications of leverage, and this in turn was a principal factor which led me to a personal conclusion, and to my withdrawal from public relations affiliation with an advertising agency.

"In retrospect, I am now convinced that leverage—the implied weight of the advertising dollar upon editorial space and editorial opinion—was and is a prime factor in the selection of public relations counsel affiliated with the advertising function. All too frequently, agency representatives offer leverage as a seductive lure to clinch an advertising budget. And all too often, business men fall for it.

"The implication of leverage, stripped bare of high sounding semantics, is contempt for the institution and profession of journalism—a revelation of underlying cynicism about the maintenance of a free press as a safeguard of human freedom."

Mr. Chase said recognition of the differences between advertising and public relations "will gain wide acceptance" in the years ahead.

■ "It is also my impression that political and business management in the next ten years will be soberly evaluating the delegation of so much of their selling machinery to the advertising agency, and that it will be well for the professional public relations man to maintain both scrupulous objectivity and a professional identity apart from his advertising agency friends in the decade ahead," he asserted. #

University City Names Barnes Chase Agency

University City, a new development planned near La Jolla, Cal., has named Barnes Chase Co., San Diego, to handle advertising. A six-month ad budget of $286,804 has been approved. All media will be used, with newspaper advertising getting about $100,000 of the total.

Ellington Names Three

John B. Knox, formerly vp and general merchandising manager of Cavendish Trading Corp., has joined Ellington & Co., New York, as an account executive. Ellington also has elected Joseph Sollish, creative supervisor, and Matthew R. O'Reilly, research director, vps.

Casket Makers Name Jacobs

Elgin Associates, a nationwide group of 41 casket manufacturers, has appointed Tevie Jacobs Advertising Agency, Indianapolis, to handle its advertising, publicity and merchandising. Garfield-Linn & Co., Chicago, held the account previously.

Schirado to Nationwide Co.

Merle E. Schirado has been named director of sales promotion and advertising of Nationwide Leasing Co., Chicago. Mr. Schirado formerly was director of merchandising and packaging at Mercury Records Corp., Chicago.

Aungst Appointed by Hartung

M. W. Hartung & Associates, New Holland, Pa., agency, has appointed Robert W. Aungst Jr. vp and treasurer. Mr. Aungst formerly was with American Stores Co.

Schulze Joins Doyle Dane

William C. Schulze has joined Doyle Dane Bernbach Inc., Chicago, as an account executive. Mr. Schulze was formerly with Roche, Rickerd & Cleary.

A N.Y. OFFICE ONLY $15 A MONTH!

Use our telephone number and address as yours in New York. We forward all mail and messages immediately. Low $15 per month service fee.

24 Hr. Service 7 Days per week. Month to Month—No Contracts.

ANSWERING TELEPHONE SERVICE OF N.Y.
245 East 80th St., N.Y.21, N.Y.

You get Sales Action
every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

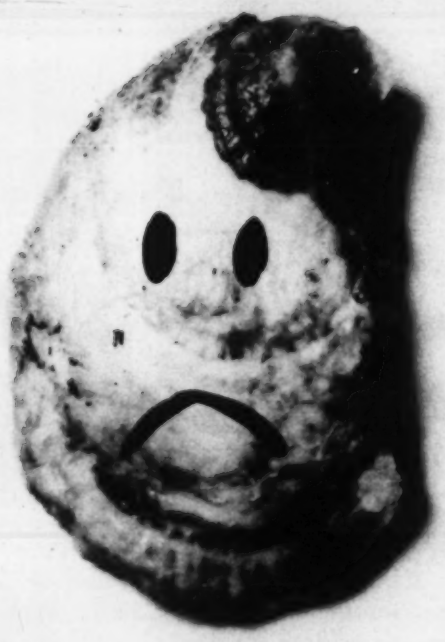
One pearl

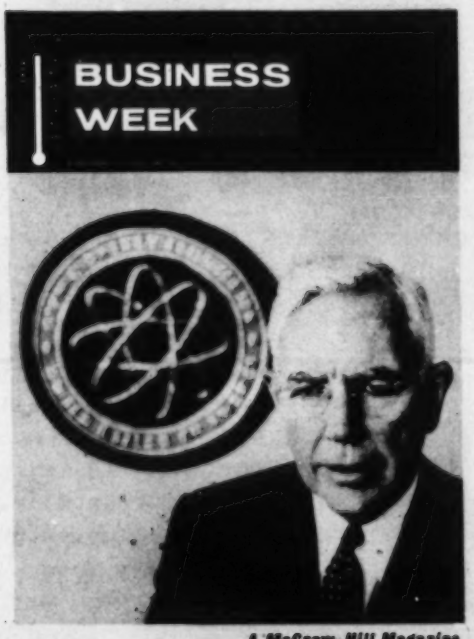
to a carload

You've got to crack open the shells to find the extra value – if any. Business Week's first step is to ask every subscription applicant for name, title, company, and business. Then Business Week *selects* the management men, *rejects* most non-management. *No other general, general-business, or news magazine does this.* Last year, it cost us 11,000 would-be subscribers, $84,000 in subscription revenue.

But we found the pearls.

You advertise in Business Week when you want to influence management men. Greatest management readership per dollar.





A McGraw-Hill Magazine

Extent of Regulation Is Up to Advertiser, FTC's Anderson Says

HOLLYWOOD, FLA., May 3—The extent of governmental restrictions on advertising during the 1960s will be determined by the attitude of advertisers, Sigurd Anderson, a member of the Federal Trade Commission, said here last week.

"If the advertiser determines to be honest and fair and honorable in his advertising, then there will be less regulation," Mr. Anderson said in a talk before the American Home Laundry Manufacturers Assn.

"If however, the advertiser determines to use those methods of trying to convince the consuming public of the value of his product by employing illegal and doubtful tactics, then there will have to be more regulation of advertising.

■ "It seems to me, ladies and gentlemen, that as the Fabulous '50s faded into history with advertising somewhat under a cloud, it should be a lesson to the advertisers and the great advertising industry and the media to determine more than ever to have advertising on such a plane as to give the American consumer the impression and the satisfaction of knowing that advertising is honest and that truth in advertising is more than just a slogan."

Mr. Anderson asserted that the troubles of advertising today "are due to the lack of morality on the part of a small but vocal minority of the business community and a 'sell anxiety' on the part of too many business men, who are trying to catch up with or get ahead of the 'competitive Joneses'." #

Zoellner, Baylor to McCann

David Zoellner, formerly a media buyer at Cunningham & Walsh, has joined McCann-Erickson, New York, as a media buyer on Westinghouse Electric Corp., lamp division, and McGregor-Doniger sportswear. Mr. Zoellner was replaced at C&W by Martin Glasser, formerly a media estimator. Dave Baylor, formerly with Lang, Fisher & Stashower, has joined McCann-Marschalk Co., division of McCann-Erickson, as an account executive in the Cleveland office.

Electric Autolite Opens Push

Electric Autolite Co., Toledo, is currently conducting a $150,000 sweepstakes contest to select a 1960 "Miss Autolite." The selection will be made from 12 girls representing various geographical sections of the nation and one from Ireland. Spark plug dealers and wholesaler salesmen will participate in the contest, but only dealers will be eligible to vote. In addition to the contest, Electric Autolite is promoting its spark plugs on the Dave Garroway "Today" show, on network radio and in magazines.

Kesslinger Adds 3 Accounts

J. M. Kesslinger & Associates, Newark; has been named to handle advertising for Spartan Mills, Spartanburg, S. C., producer of grey goods, and its Startex Mills division, Startex, S. C.; Clark Door Co., Newark; and Foremost Machine Builders, Livingston, N. J., manufacturer of machinery for the plastics industry. Roberts & Reimers, New York, is the previous agency on record for Startex Mills, manufacturer of King of Kitchen towels. Clark Door previously placed its advertising direct.

Speer, Bishop White Affiliate

Speer Advertising Co., Los Angeles, and Bishop White & Curtis, Phoenix, have established a relationship which will enable Speer to service Phoenix branches of their accounts through Bishop White and will, in turn enable Bishop White to service their accounts on the coast.

OAI Names Zifchak, McCauley

Outdoor Advertising Inc., New York, has named William B. Zifchak, formerly with New York Subways Advertising, an account executive and Thomas A. McCauley, previously with *This Week Magazine*, a marketing and research analyst, a new post.

WTRF-TV STORY BOARD

She worked in Italy squeezing grapes with her feet, but they fired her for sitting down on the job.

Wheeling wtrf-TV

The nurse entered the waiting room and shook hands with the nervous character. "Congratulations," she greeted him. "You're a bouncing father. We just tried to cash your check."

Wheeling wtrf-TV

Overheard: "All that I am . . . or ever will be . . . I owe."

Wheeling wtrf-TV

Why is the WTRF-TV Wheeling Market a food buy? Nearly two million people with an annual spendable income of over two billion dollars buy from 7500 retail outlets and spend over 1¾ billion dollars annually.

Wheeling wtrf-TV

With both motors of his plane hopelessly on fire, the pilot showed classic courage. As he donned a parachute, he shouted to the passengers: "Don't anybody panic. I'm going for help right now."

Wheeling wtrf-TV

Anxious wife to neighbor as she watched her husband fishing in a bucket in the living room: "I'd take him to a psychiatrist but we need the fish."

Wheeling wtrf-TV

WTRF-TV dominates the rich and busy Wheeling Market and your advertising messages really 'get home' to the spending folks around here. George P. Hollingbery will give you the data you want . . . ask about merchandising, too.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Olympic Assn. Names EWRR

The U.S. Olympic Assn., New York, has appointed Erwin Wasey, Ruthrauff & Ryan, Chicago, as coordinating agency for a special campaign to be run this summer to raise funds to send the U.S. Olympic team to the 1960 Olympic Games at Rome, Aug. 25-Sept. 11. A goal of $1,500,000 has been set.

EWRR has appointed Robert W. Teichmann an account executive in Chicago, Harry A. Hamilton Jr. a radio-tv writer in Los Angeles and Elizabeth Shenkin a copy supervisor in New York. Mr. Teichmann formerly was with Wentzel & Fluge, Chicago; Miss Shenkin was with Sullivan, Stauffer, Colwell & Bayles.

Two Names Venard, Rintoul

Venard, Rintoul & McConnell has been appointed to represent KXRX, San Jose and KXII, Ardmore, Okla. Torbet, Allen & Crane, affiliated West Coast representative, has been named to represent KXRX on the West Coast, with the exception of Seattle and Portland, which is handled by Hugh Feltis & Associates. Daren F. McGavren Co. formerly represented KXRX; John E. Pearson Inc. formerly represented KXII.

Name Oliver Darling VP

Oliver H. Darling has been elected vp of W. L. Towne Co., New York. He joined Towne two years ago as an account executive.

Schenley Schedules Humor Copy to Push Its Samovar Vodka

NEW YORK, May 3—Schenley Distillers kicked off a $250,000 newspaper and magazine campaign for Samovar vodka last week.

The drive, patterned after a humerous campaign used to plug the brand in England, features illustrations of Samovar surrounded by a variety of fruit juices with which vodka can be mixed. One headline says, "How to live and entertain like a millionaire for $5.10."

Schenley is using 240 to 500-line b&w ads in 175 newspapers.

In a four-color magazine campaign Schenley will use four pages in *Alaska Sportsman*, beginning this month; four pages in *The New Yorker*, beginning in June and two pages in *Social Spectator*, starting in July.

Norman, Craig & Kummel is the agency. #

Quaker Oats Wins Award

Quaker Oats Co., Chicago, has won the annual award made by the Premium Industry Club of Chicago for the best self-liquidating premium plan of 1959. The premium featured a nine-cup automatic electric West Bend percolator, a $11.95 value, obtainable for $5.50 and a certificate enclosed in packages of Quaker Oats and Mother's Oats.

The Man Behind the Redesigned Progressive Architecture

Today's "total architect"... the man for whom P/A was redesigned... is no newcomer to P/A editors. He is a composite of everything P/A readers are, and always have been... design-minded, business-conscious... administrator, specifications writer, engineer, draftsman... a respecter of tradition, yet a seeker of innovation. ■ *In aggregate, his interests and duties are never static... they change with the growth and development of architecture itself. No cost or effort was spared to develop a new editorial concept—"a new standard of architectural publishing"—that fully serves this total architect.* ■ *The man behind the new Total Magazine of Architecture is no stranger to advertisers of building products, either. He is a composite of all architectural specification and purchase influences... the man they must reach and convince to successfully sell the complete architectural market.* **PROGRESSIVE ARCHITECTURE**

430 Park Avenue, New York 22, N. Y.

A Reinhold Publication

Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.

Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC INDEPENDENT TELEVISION CORPORATION

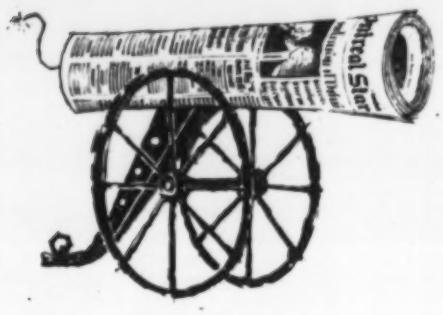
488 Madison Ave. • N. Y. 22 • PLaza 5-2100

ITC OF CANADA, LTD.

100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

Here's more power for your advertising.....



When readers get *more* out of a newspaper, so do advertisers—a fact which explains why there's so much hard-hitting selling power in The Montreal Star.

The Star supports this selling power with useful marketing and merchandising services—the best of their kind. Ask our representatives for the facts.

The Montreal Star

Represented nationally in the United States by O'Mara and Ormsbee Inc.

Chicago Ad Execs Elect

Edward Robert Brooks, director of marketing and public relations, Evaporated Milk Assn., has been reelected president of the Advertising Executives Club of Chicago. Other officers elected are Robert B. Johnson, executive director, State St. Council, 1st vp; Benjamin Chance of Motorola Inc., 2nd vp; Zed R. Daniels, Zed R. Daniels Advertising, treasurer, and Jean Fletcher, Bureau of Advertising, American Newspaper Publishers Assn., secretary.

South Jersey Names Gage

Harry Gage, formerly assistant to the vp and general manager of American Advertising, a division of United Advertising Corp., Newark, has been named vp and general manager of South Jersey Advertising, Glassboro, a United division. He succeeds Harry W. Salmon, who has resigned.

'New Daily' Launched in Britain; 'Orbit' Weekly Due Sept. 8

LONDON, May 3—The first new national daily newspaper to be launched in Britain since the ill-fated *Recorder* in 1953 went on sale April 25. It is the *New Daily*, a 16-page tabloid.

The man behind the *New Daily* is Edward Martell, 50-year-old mainspring of the People's League for the Defense of Freedom. Mr. Martell, chairman of the board of the daily, was the man who turned the *Recorder* back into a weekly after its disasterous four months as a daily.

The 60,000 members of the People's League are the backbone of the new daily. The newspaper makes propaganda for the league and the April 25 issue proclaimed itself anti-Communist, anti-Fascist, anti-Socialist and anti-trade union.

Mr. Martell said there were 800,000 orders for the April 25 first edition, but all he is aiming at is a 150,000 circulation within six months. He has already spent $280,000 of which $224,000 was provided by 8,000 subscribers. Some 12,000 have guaranteed to provide the daily with $420,000 a year for the next three years if necessary and nobody is in for more than $1,400.

■ In another development in the publishing field, plans were announced by textile millionaire Michael Lewis to launch a new-style colorgravure picture weekly, *Orbit*, on Sept. 8.

Launching plans are for a publication of at least 80 pages, of which 20 will be advertising. It will sell for one shilling (14¢). An initial print order of 250,000 is visualized at present.

Among those associated with Mr. Lewis in the new venture are John Pearce, who recently resigned from the joint managing directorship of Colman, Prentis & Varley Ltd., and Ronald Dickenson, who has just given up his post as program controller of ABC-TV to become *Orbit's* marketing director. Mr. Pearce will be publicity director.

The managing director will be Len Spooner, who is a director of Edward Hulton Ltd. Editor will be Lionel Birch, who was on the staff of *Picture Post* for 17 years from its launching in 1938. He was eventually executive editor of the ill-starred *Picture Post*, which folded in 1957.

Advertising manager will be Stanley W. Delderfield, who has been with the *Daily Mirror*, Kemsley Newspapers Ltd. and Associated Newspapers Ltd. Until recently he was advertising director of the *London Chronicle*. #

Typography Awards Show Set

"Typography Everywhere," the 1960 annual awards show of the Type Directors Club, will be on exhibit May 2-31 at the Mead Paper Inc. Library of Ideas, 230 Park Ave., New York. The 220 winners on display were chosen from 2,500 entries from across the country.

Food Company Names C&W

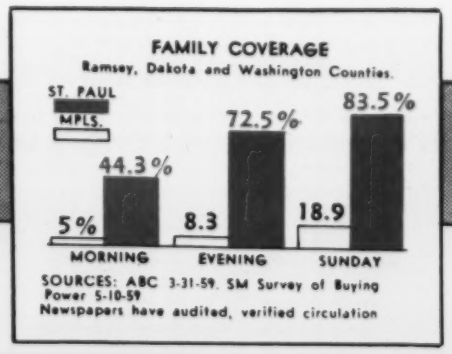
New Orleans Kitchens Inc., Lafayette, La., producer of frozen foods, sauces and condiments, has appointed Cunningham & Walsh, Chicago, as its agency. The company was founded earlier this year and has never had an agency.

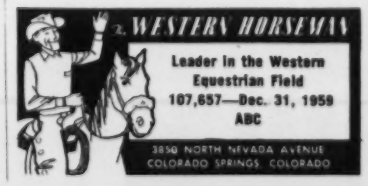
THE 13th MARKET IS "TWINS"

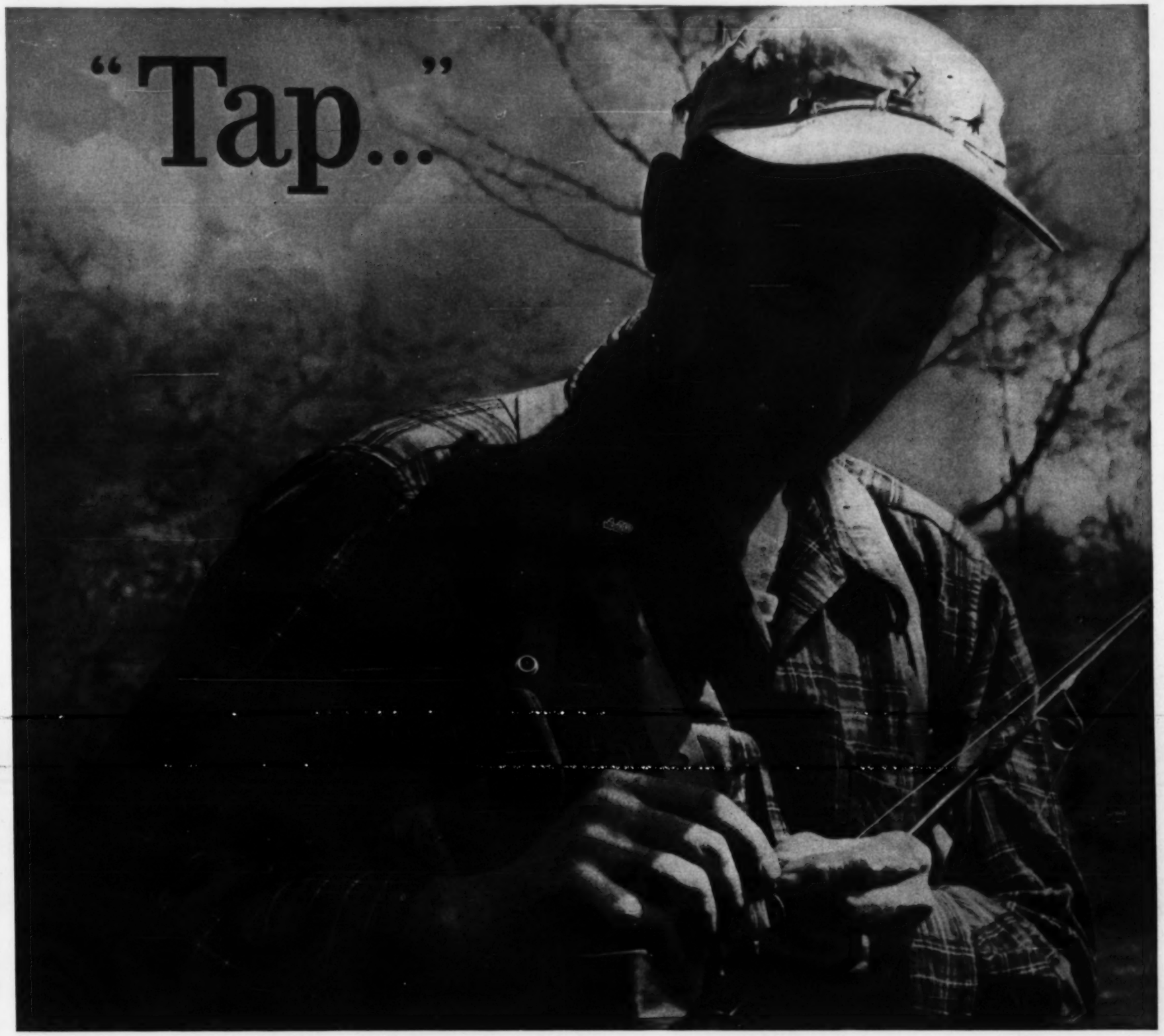
The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis







Mr. H. G. Tapply is a man with two letterheads. One reads: Reilly, Brown & Tapply, Advertising, Boston; the other: Field & Stream, Associate Editor. Wearing two hats (one with flies on it) comes easily to Tap, who has been actively associated with the printed word and the out-of-doors since way, way back . . . since he was successively Editor-in-Chief of *National Sportsman*, *Hunting & Fishing*, *Outdoors*, and co-founder of *The Salt Water Sportsman*. (He is also a founding member of the New England Outdoor Writers' Association.)

Lots of admen are sportsmen, but few sportsmen of Tap's caliber employ themselves as admen. Like increasing millions of Americans, he fishes and shoots for the fun of it. That he manages to make his sparetime activity commercially profitable is perhaps the adman at work, Tap's concept of "total marketing"—having everything dovetail.

Tap's other employer, Field & Stream, also believes in total marketing. For years we have invited advertisers at our expense to conduct their own surveys among distributors and dealers to determine which sportsman's magazine is most influential and brings most customers into their stores. Not once has Field & Stream failed to lead—usually by 2 to 1 margins. This triple-play—distributor to dealer to consumer—creates a product marketing platform that results in *sales*.

For proof of Field & Stream's generative power, ask the advertiser* of amphibious vehicles, now on his way to Australia to consummate a multi-unit deal which a Field & Stream ad made possible . . . or the advertiser* who had to cancel his remaining schedule because a previous Field & Stream ad wiped out his entire stock! Ask these people and they'll tell you that the 1,100,000 Field & Streamers are their best customers.

**names available on request*

Field & Stream

America's Number One Sportsmen's Magazine

'Progressive Grocer' Publishes 'Profitable Meat Merchandising'

Progressive Grocer, New York, has published a 202-page, hard cover book, "Profitable Meat Merchandising." The illustrated book discusses the history of the meat business, meat processing and packaging, selling techniques, a self-service meat operation and meat in the modern supermarket. Tips are given on display and merchandising, profit-making programs and seasonal and holiday merchandising ideas.

The book may be obtained for $10 from *Progressive Grocer*, 161 Sixth Ave., New York.

These people are "Ready-to-Buy"

Coming soon...a new way to reach your most valuable market... the people who are "Ready-to-Buy!"

"...a key move towards continuity in newspaper advertising"

Says: ROSSER REEVES
Chairman of the Board
Ted Bates & Company, Inc.

"Continuity and repetition are prerequisite to effective advertising – in newspapers as in any other medium. That's why the Continuity-Impact-Discount Plan now being offered by several newspapers makes a lot of sense to me. It makes the obvious more affordable."

The Continuity-Impact-Discount Plan, originated by Louisville newspapers, offers discounts of up to 13% for taking advantage of the **impact** of **continuity.**

Newspapers sell best in Louisville. Let us prove it while you save up to 13%.

C-I-D C-I-D plans are now offered by 6 other newspapers

The Courier-Journal and The Louisville Times

Represented nationally by the Branham Company

Leigh Camp Field

FIRST OUTDOOR—*Alan Field, director of the Canadian Government Travel Bureau, Ottawa, and Dalton K. Camp, president of Dalton K. Camp Associates, Toronto, agency for the travel bureau, get preview of Canada's first outdoor venture, an animated spectacular for New York's Times Sq., from Douglas Leigh, president of the New York company bearing his name which produced display. The 30' x 32' display, which uses a photo-electric lighting system to show scenes from Canada's provinces, was turned on May 5. Headline at bottom says "Canada—Wonderful World at Your Doorstep."*

Much Media Research 'Flies from Reality,' Gediman Tells AMA

NEW YORK, May 3—A workshop session of the American Marketing Assn. last week heard two media salesmen bounce verbal rocks off some basic audience measurement techniques used in selling advertisers and agencies on various media, notably magazines and television.

James Gediman, exec vp of Hearst Advertising Service, aimed all of his stones at the competition, which he asserted has been afflicted with a "disease called statisticolitis."

Taking alternate cracks at magazines and television, Mr. Gediman blasted inter-media comparisons made by the respective media, particularly "cost-per-thousand" comparisons.

"The panic is on for a handy formula that will permit comparisons of everything with anything on a single denominator of cost-per-thousand something or anything," he said.

"Magazines responded to tv at first with pass-along circulation, then with cumulative readership, then with reader-issue exposure and now with ad page exposure.

"Television has at last found a challenger equally bold and fully as imaginative in the field of multiple mathematics—equally intoxicated with the sweet smell of excess," he said.

■ "The true purpose of research," he said, "is or ought to be to reduce the general to the particular, to refine, to cut through the shadow and get to the substance."

He said too much research is "centrifugal, flying away from reality" when it should be aimed at "learning what, out of the huge numbers we buy, really counts and what ranges from little or no importance."

He suggested a return to audit bureau of circulations audits, which he asserted is "the only authoritative common basis of comparison among print media.

"The virtual relegation to limbo of the ABC mine of analytical gold is symptomatic of what seems to be a species of statistical neurosis, a kind of flight from reality," he said.

■ Next to the AMA podium came Don Durgin, vp of sales, NBC-TV, who asserted that television research has become more "conservative" over the years, while print research has moved the other way.

He said over the past ten years, print media research has moved away from the "common yardstick" of total circulation to techniques like ad page exposure which, he said, cover only "the split second opportunity to look at a page with no assurance of any degree of awareness whatsoever.

"If I may offer one suggestion—or perhaps I should call it a plea—it should be to urge the development of regular, continuing print readership reports for magazines and newspapers. Only some issues of a handful of newspapers are Starched at stated intervals, while only some issues of some magazines are analyzed by Starch or Gallup-Robinson." In place of this continuing research, he added, there are only "elaborately strivings for bigger and bigger print numbers, none of which gives any indication of the readership of any individual ad." #.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Dialaphone Names Grant

Dialaphone, San Mateo, Cal., has appointed Grant Advertising, San Francisco, to handle its advertising and public relations. The company manufactures a one-touch dialing instrument with a "mechanical memory" that is a companion to the telephone.

'Microwave Journal' Ups Rates

Microwave Journal, Boston, has increased its advertising rates and boosted its minimum circulation guarantee from 16,000 to 21,000. The one-time b&w page rate has been increased from $625 to $800.

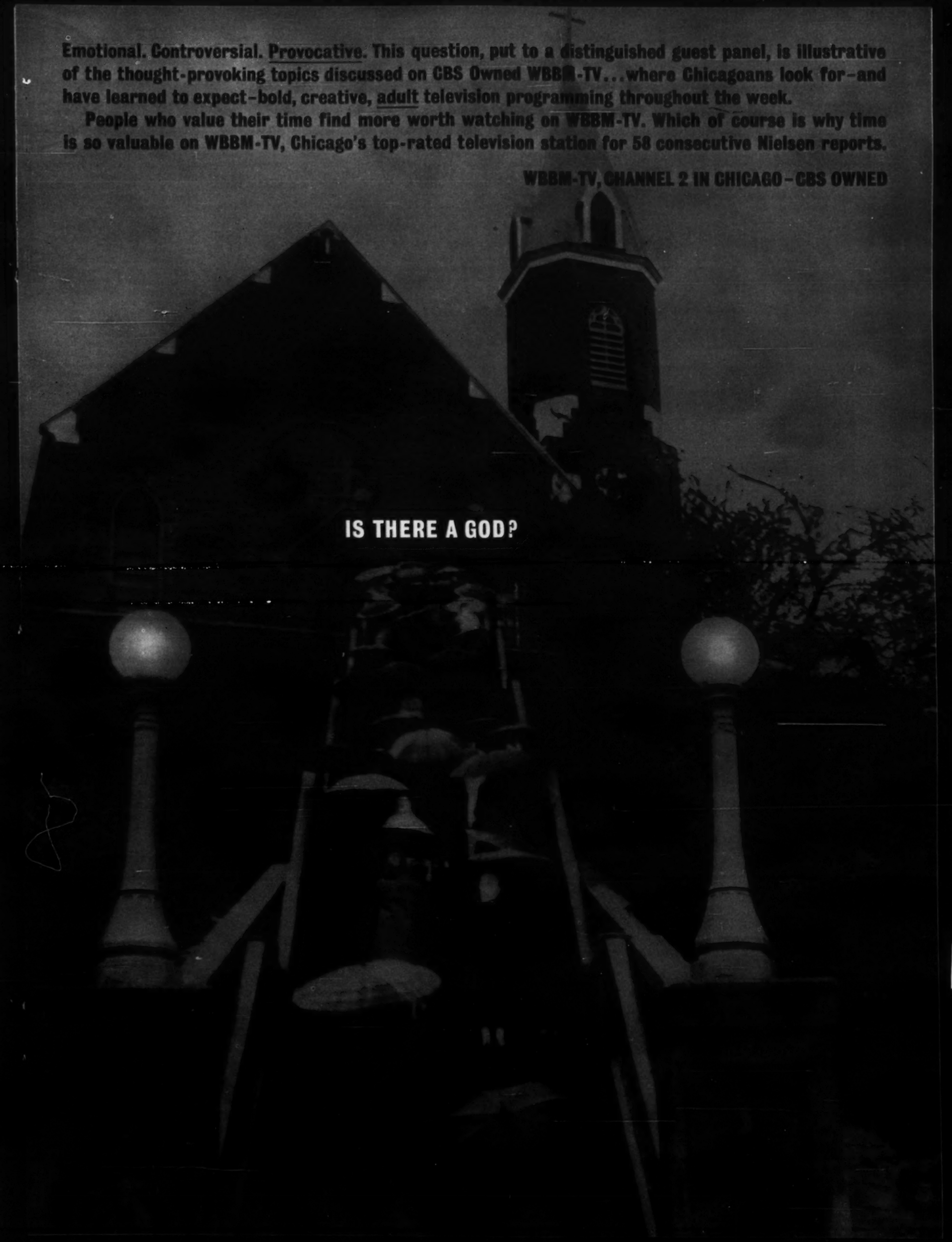
Waxahachie Names Creed

Waxahachie Advertising Agency, Waxahachie, Tex., has appointed Richard L. Creed general manager. Mr. Creed, with the agency since 1955, formerly was assistant manager.

Emotional. Controversial. Provocative. This question, put to a distinguished guest panel, is illustrative of the thought-provoking topics discussed on CBS Owned WBBM-TV...where Chicagoans look for–and have learned to expect–bold, creative, adult television programming throughout the week.

People who value their time find more worth watching on WBBM-TV. Which of course is why time is so valuable on WBBM-TV, Chicago's top-rated television station for 58 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO–CBS OWNED



This Week in Washington . . .

'Perils of Postal Rate Boost' Seen as Election-Year Political Cliff-Hanger

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 5—Postmaster General Arthur Summerfield is radiantly optimistic about the prospects for postal rate increase legislation. But it will still take some tall doing.

With less than ten weeks to go in this session, there have not been any hearings on his $550,000,000 rate bill. Yet he declared cheerfully the other day, "The outlook is at least as good as it was at the same time during the 1958 session."

■ Only a man of Mr. Summerfield's stamina could get much comfort from the current situation.

When he came here in 1953, Mr. Summerfield was determined to rid the Post Office of antiquated procedures and to get its fiscal affairs in order.

If he were content to rest on his achievements in the area of postal modernization, he could leave office serenely confident that the public had benefited tremendously from his energy and imagination.

Under his leadership great risks were taken to develop procedures and machinery capable of meeting the needs of the postal service for the coming decades. While relatively little of this modernization is available at this time, the crucial decisions have been made.

For Mr. Summerfield, however, these monumental achievements in the struggle to modernize the postal service are not enough. After more than seven years, the department's deficits are about as large as they were when he took office.

■ In an administration that prides itself on careful handling of money, he's embarrassed to find that his department is a continuing cause of heavy expense.

Although he has been before Congress almost continuously, asking for rate increases, his only success was in 1958. Even then, the compromise was such that the Post Office deficit remains in excess of $650,000,000 for the current fiscal year.

For this final drive to get the postal deficit down to more modest size, Mr. Summerfield's strategic situation is even more difficult than before.

The administration he works for wants rates increased, but no change in government pay scales. The Congress, which must pass on the matter, is for pay increases without postal rate changes.

Under similar conditions in 1958, compromise was arranged.

Mail users were required to pay substantially higher rates, with roughly half doled out to postal workers as pay raises.

■ Compromises of this kind will be more difficult to arrange this year. At the time of the 1958 increase there were logical reasons for adjusting federal pay levels. Now, however, budget chief Maurice Stans has been before Congress warning that there is no need whatever for a change in federal pay scales at this time.

If there is to be a compromise, Mr. Summerfield must come to terms with Mr. Stans. Much as the postmaster general may thirst for a $550,000,000 increase in postal revenue, the budget chief will be reluctant to buy it if it involves pay raises which will cost considerably more than the rate bill will bring in.

But this is a national election year for Republicans as well as Democrats. Fiscal prudence may not be the only consideration in the final hours of the session.

Representatives of the federal workers lunched this week with congressional leaders including Sen. Lyndon Johnson (D., Tex.). The workers scaled down their demands (originally a 23% raise); the upshot was agreement that Congress will pass a 9% raise, which adds $810,000,000 to the government's costs, including a $265,000,000 increase in the postal deficit.

There are rumors of an impending deal. Allegedly, congressional approval of the 9% raise would merely be the first move in a drama with a cliff-hanger finish, scripted to get Mr. Summerfield his rate increase and some kind of a token raise for federal workers.

Under the plan, the 9% raise, already approved by the post office and civil service committee, will be sent to the White House, where it faces a sure veto. During the next five weeks, the House post office and civil service committee will be holding hearings on rate increases, on a timetable designed to get a compromise rate-pay bill to the White House just about the time the Congress adjourns out of respect to the forthcoming political conventions. #

Midwest Newspapers Gain in First Quarter Linage

Midwest newspapers with 10,000 and 25,000 circulation gained in local, classified, national automotive and total advertising for the first quarter of 1960 compared with 1959. First quarter figures appearing in the "Advertising Index" compiled by the Inland Daily Press Assn. showed local advertising in the "10,000" group up 3.7%; classified, 4.3%; national automotive, 15.1%, and total advertising, 2.4%.

First quarter figures in the "25,000" group showed local up 6.8%; classified, 8.6%; national automotive, 19.1%, and total advertising, 6.4%. The index compares gains and losses among 33 newspapers, circulations 8,000 to 12,000, and 20 newspapers, circulations 18,000 to 27,000.

Burroughs Appoints Two

George A. Woofenden has been named director of advertising and public relations for the international division of Burroughs Corp., Detroit, replacing William F. Grimshaw who has joined Fred M. Randell Advertising. Mr. Woofenden has been with the company since 1950. William R. Evans has been appointed national advertising manager of *Burroughs Clearing House* magazine, succeeding Frank E. Quish who retired after 30 years. Mr. Evans was formerly the Detroit office ad manager of *Nation's Business*.

Parker Pen Appoints Three

Parker Pen Co., Janesville, Wis., has named Arthur W. Foster assistant director of advertising and Francis A. Bowen assistant advertising manager in charge of foreign advertising. The company also appointed David H. Gullett, former director of domestic sales, director of marketing for South America. Mr. Foster has specialized in sales, merchandising and promotion during his long tenure with Parker. Mr. Bowen has been associated with Parker's foreign advertising program for the past six years.

Wank Heads Peninsula Adclub

Mel Wank, Wank, Court & Lee Advertising, Palo Alto, has been elected president of the Peninsula Advertising Club. Other new officers are Russ Collier, Pacific Plan, Menlo Park, vp; Ed Perea, Sears, Roebuck & Co., Mountain View, treasurer, and John Larson, Ampex Audio, Sunnyvale, secretary.

kleen-stik® DUBL-STIK

2-Sided *Pressure-Sensitive* Tape

RECIPE for dealer preference for *your* P.O.P. material: design and produce the most attractive displays possible . . . tie them in with a powerful national promotion . . . then add DUBL-STIK to *guarantee* they'll get up! . . . DUBL-STIK is the *double-sided* self-sticking tape—a thin, tough film coated on *both* sides with extra-strong KLEEN-STIK adhesive. Easily applied by hand or automatic applicator, it bonds instantly to practically any material . . . holds up even relatively heavy displays.

Double the Pressure-Sensitive Benefits of KLEEN-STIK!

- *Needs no water*, glue, tacks, staples, etc.
- *Easy to put up* — just apply tape, peel off backing, press in place.
- *Waterproof* and invisible when applied.
- *Resists temperature changes* from —20° to 220°F.

Exclusive "Finger-Flip" Edge for Fast, Easy Application!

Write for samples and information on DUBL-STIK and other Kleen-Stik pressure-sensitive products.

kleen-stik® PRODUCTS, INC.

7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

An Announcement From

Pittsburgh's New All-Day and Sunday Newspaper

The Post-Gazette and Sun-Telegraph

Just two weeks ago, Pittsburgh's oldest newspaper, the Post-Gazette purchased the afternoon and Sunday Sun-Telegraph.

The best of the Sun-Telegraph's daily features, columns and comics were added to the morning Post-Gazette and the new all-day newspaper began delivery to both paper's subscribers.

The Sunday edition — which offers full color comics, rotogravure section and the American Weekly — became a far bigger and brighter reading package when Post-Gazette writers and columnists were set to work on it.

Reader reaction to the new newspaper — both daily and Sunday — has been most heartening. Just about everybody agrees that the Post-Gazette and Sun-Telegraph is unmatched in reader interest.

And advertisers are discovering that the new newspaper has the sales power of the Post-Gazette — sharply intensified by increased circulation and reader interest.

National advertisers, too, will find the Post-Gazette and Sun-Telegraph their key to coverage, readership and sales in the nation's eighth largest market.

Something Has Happened In Pittsburgh-

"The Post-Gazette And Sun-Telegraph"

Japanese Ad Volume Zooms 36.7% in '59, Reaches $404,500,000

TOKYO, May 3—Japanese advertising expenditures took another giant leap forward in 1959.

Figures compiled here by Dentsu Advertising show that advertising volume mounted to $404,500,000, a gain of $108,700,000 (36.7%) over the 1958 level.

The 1959 expenditure represented 1.5% of national income.

Advertising volume in Japan has more than doubled in the past five years. Expenditures in 1955 totaled $169,200,000.

Media breakdowns show that the newspapers' share of the advertising melon continued to shrink last year. Newspapers accounted for 42.5% of total advertising in 1959, compared with 49.3% in 1958. The newspapers' share has been going down steadily since 1948, when they accounted for 84.9% of all advertising done in Japan.

■ The rising medium is television, which last year increased its share to 16.4%, compared with 9.9% in 1958. Tv thereby displaced radio as the No. 2 medium. The radio share declined from 14.7% to 11.1%.

The top four advertiser groups were: Machinery and appliances, $56,100,000; food and beverages, $40,000,000; drugs and chemicals, $39,500,000; cosmetics and toiletries, $28,100,000.

Dentsu, largest agency in Japan, is a natural compiler of these records, since it handles a considerable portion of this advertising. Dentsu billed $123,598,000 in 1959 (AA, Feb. 29)—or about 30% of the Japanese advertising total. #

Sackheim-Bruck Names Halsted; Adds Quickies Face Pads

Reed Halsted, formerly assistant advertising manager and sales promotion manager of Eastco Inc., has joined Maxwell Sackheim-Franklin Bruck, New York, as vp and account supervisor on package goods accounts.

Maxwell Sackheim-Franklin Bruck has been named by Associated Products Inc. to handle national introduction of Quickies face cleansing pads in a purse-size tin. Network and local radio, spot tv and cooperative newspaper space will be used.

Arthur Taylor Joins Netedu

Arthur E. Taylor has joined Netedu Advertising, St. Joseph, Mich., on the Whirlpool Corp. account. Mr. Taylor was formerly vp of media at Reach, McClinton & Co., New York.

'Contractor' Moves

The *Contractor*, New York, trade publication, has moved to new quarters in the Herald Tribune Bldg., 230 W. 41st St.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Ransohoff Wehr
Vines Brown Pawlus

PRINCIPALS—*Key people in the mammoth job of getting word of the Sabin inoculations out were Ralph Vines, senior copywriter, Ralph H. Jones Co.; Ted Brown, president, Perry-Brown; Bernie Pawlus, account executive, Farson, Huff & Northlich; Jerry Ransohoff, public relations coordinator, and Dr. R. Eugene Wehr, acting city health commissioner.*

Cincinnati Agencies Spark Success of Mass Test of Sabin Polio Vaccine

CINCINNATI, May 3—Riddle me this riddle: "In what way are advertising agencies like a totalitarian government?"

The answer is not what a disgruntled agency employe might think. The answer lies in the achievement of three Cincinnati agencies in swinging the mass test of the new Sabin polio oral vaccine here. These three agencies—Farson, Huff & Northlich, Ralph H. Jones Co. and Perry-Brown—were able to match Russia, which, after it had gotten thousands of people to take the Sabin vaccine in a space of a few days, boasted that only a state-controlled society could achieve this.

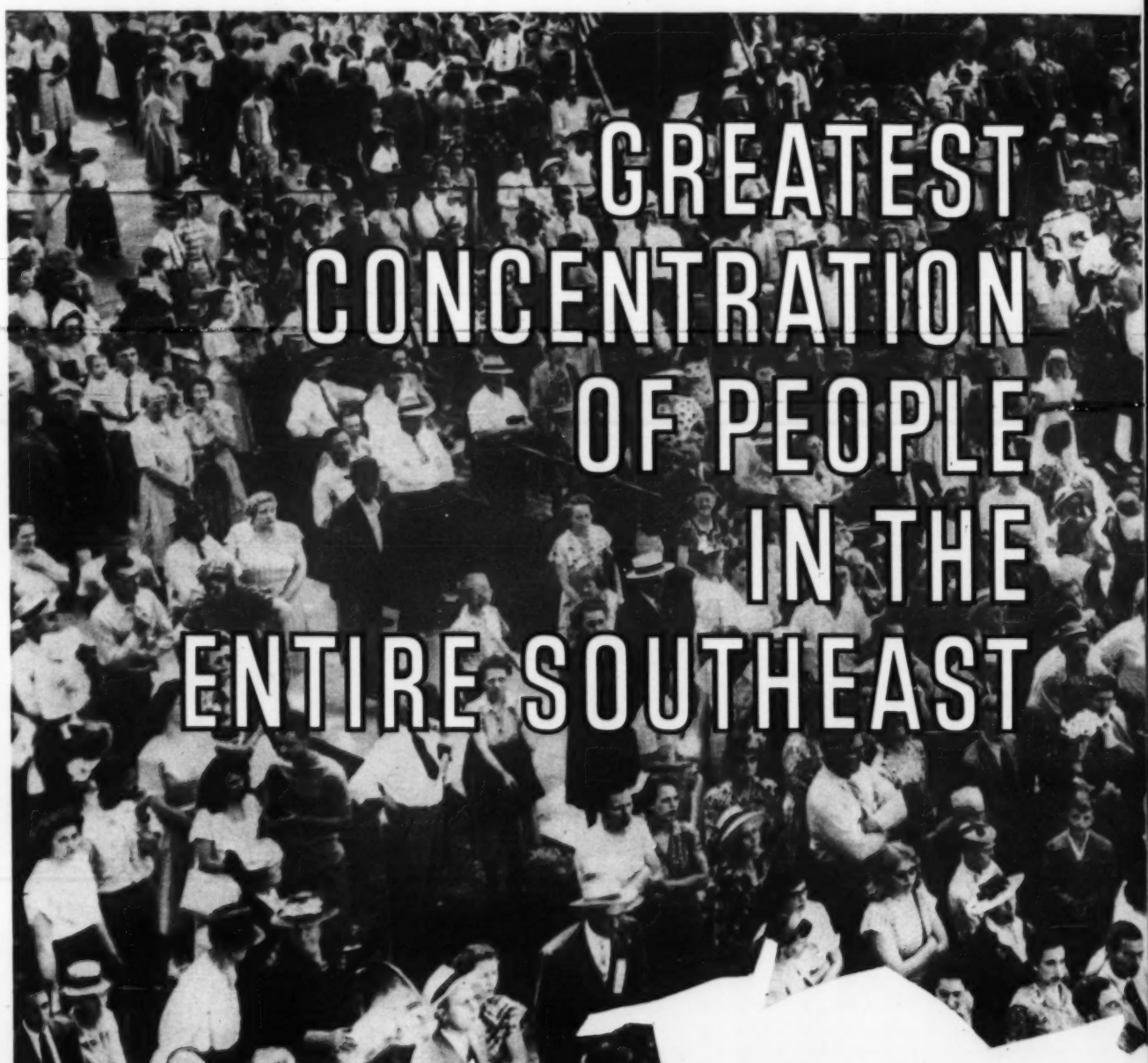
The three agencies, with the cooperation of Cincinnati media and advertisers, did the same thing.

The story began when city health officials, faced with having to accomplish the first U. S. mass test of the new vaccine within a very short period of time, decided to call in the experts.

Representatives of the agencies met with Dr. R. Eugene Wehr, acting city health commissioner, who told them the following facts: Inoculations start in six days; there is no budget; there is no need to check back for approval on copy, just stick with the facts; the test has to go over big or it will not achieve its purpose.

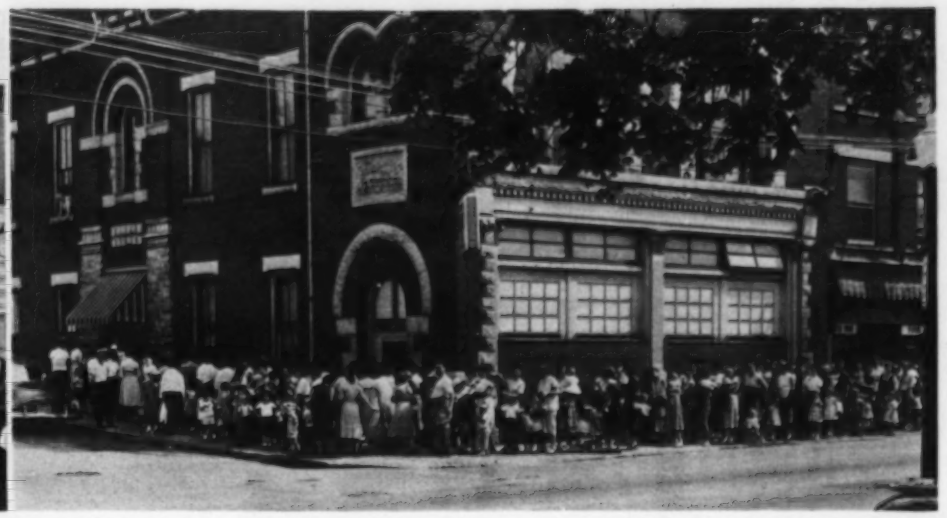
The agencies split up the media among themselves, with Perry-Brown taking radio; Farson, Huff & Northlich television, and Ralph H. Jones Co. newspapers.

■ Copy, prepared for all the media, had to persuade Cincinnatians of



Metro Area	People Per Square Mile	Population* 1-1-60	Square Miles
Tidewtar	891	821,469	922
New Orleans	796	889,977	1,118
Louisville	790	717,462	908
Memphis	780	585,754	751
Birmingham	578	646,354	1,118
Atlanta	552	951,046	1,724
Tampa-St. Pete	530	691,308	1,304
Miami	449	921,700	2,054

*As of 1-1-60, projected from Sales Management figures of 1-1-59 according to forecasts in November 10 issue.



ACTION—*On the Ruth Lyons show on WLW-T, Dr. Albert Sabin, discoverer of the new polio oral vaccine, is interviewed by Peter Grant. Parents line up with pre-school children in the Price Hill section of Cincinnati to receive the free Sabin vaccine at a clinic.*

the necessity of the test, the safety of the vaccine (which had already been given to 50,000,000 people in foreign countries), and to let them know where the free inoculations could be received.

In addition to the cooperation given by the media, time and space were donated to the program by the area's largest advertisers.

The result was that the Sabin vaccine was administered, by mouth, to 80,000-90,000 pre-school children from April 28 through May 1. Second and third inoculations will be given May 22-29 and June 19-26. #

Publication Names Wittner

Electrical Engineering, official publication of the American Institute of Electrical Engineers, New York, has named Fred Wittner Co., New York, to handle advertising, sales promotion and public relations. The account was formerly handled by the media promotion organization division of Van Brunt & Co.

Caples Adds Finnair

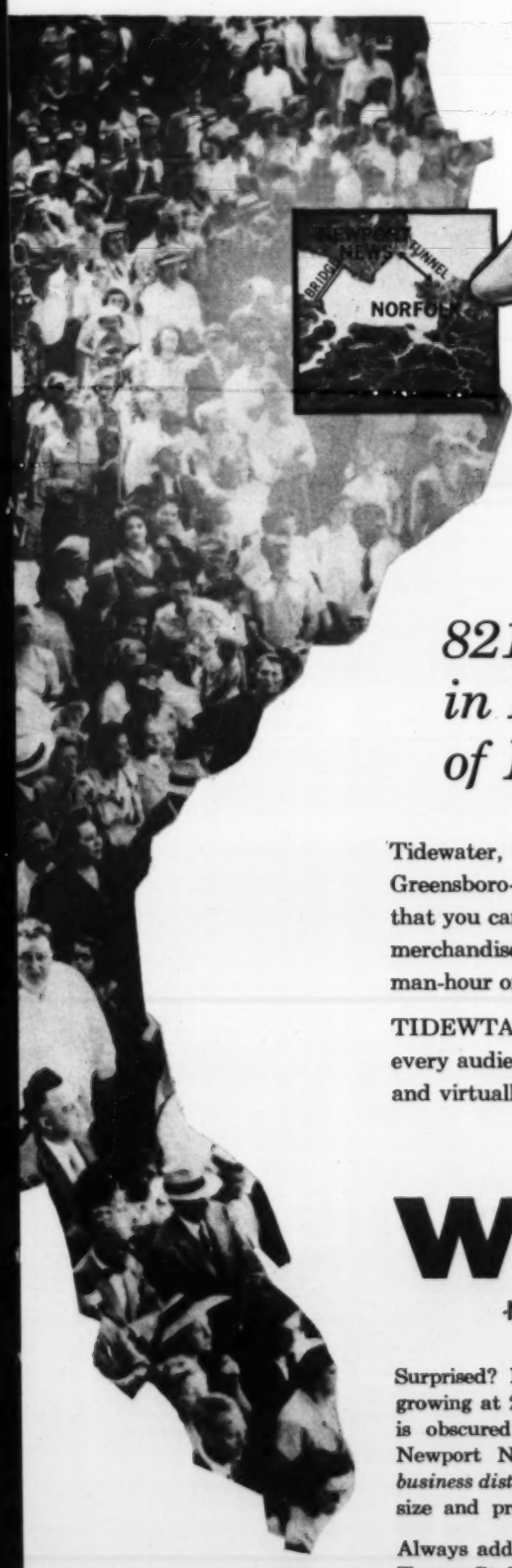
Finnair, national airline of Finland, has appointed Caples Co., New York, to handle its advertising in the U. S. and Canada. Finnair operates routes in northern Europe. It opened its first U. S. sales office in New York on April 1.

Barthelme Advertising Bows

Helen Barthelme Advertising has opened offices at 2719 Kipling, Houston. Mrs. Barthelme has been vp of the Bruce & Mitchell agency, Houston.

Laney Leaves League

H. Leach Laney has resigned as executive secretary of the League of Advertising Agencies, New York, due to "other commitments."



TIDEWATER, VA.
NORFOLK AND NEWPORT NEWS

821,469 People in HALF the area of Metro Atlanta or Miami!*

Tidewater, Va., is a metropolitan area as rich in retail sales as the Charlotte, Greensboro-High Point, and Durham metro areas combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion, more sales per man-hour of your merchandising effort, and more per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no duplication* within the metro area, and virtually no competition from any station outside the market.

WTAR-TV CBS TELEVISION

NORFOLK, VIRGINIA • CHANNEL 3

Represented by Edward Petry & Co., Inc.
The Original Station Representative

Surprised? No wonder. Since 1950 Tidewtar has been growing at 2¼ times the national rate. Also its true size is obscured by unrealistic separation of Norfolk and Newport News as two metro areas. Their *downtown business districts* are less than 10 miles apart. These are the only cities in the U. S. of such size and proximity that are separated, excepting New York, Newark, Jersey City.

Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly twice the population density.

foremost
AUTOMOBILE MANUFACTURERS
for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

Together...

for good reason...

PILOT—
Cap't Edgar Doudna, Wheaton, Ill., airlines pilot

HOUSEWIFE—
Mrs. James Detweiler, Burbank, Calif., Her family chosen Methodist family of the year

NEWSPAPERMAN—
Thomas D. Leather, publisher of Suburban Kansas City newspaper

WRITER—
Mrs. Gordon Gordon, Sherman Oaks, Calif., co-author of suspense novels

TEACHER—
Millard Harmon, Newton, Mass., high school teacher

They live miles apart. They have different occupations, are of different ages. Yet they are together . . . for good reason.

They are like the 900,000 other families who read TOGETHER magazine. They live in smaller communities. They own homes and cars. But most important, they share a common interest in church affairs.

This common interest provides an important framework for communications and leadership. Its influence are deep and lasting. TOGETHER magazine serves this interest—in a way that gets acceptance and response for your product story . . .
Good reason why TOGETHER belongs on your advertising schedule.

Together

The Midmonth Magazine for Methodist Families
740 NORTH RUSH STREET
CHICAGO 11, ILLINOIS

IARI Forums Probe Motivation, Copy, Readership Studies

PRINCETON, N. J., May 4—Industrial Advertising Research Institute will hold an all-day research forum May 18 at the Hotel Commodore, New York, to be repeated May 24 at the Conrad Hilton Hotel, Chicago.

The morning sessions will hear presentations of three studies by members of the institute's project councils. Afternoon sessions will be devoted to round table discussions of the studies.

The studies and members include:

• "Motives in Industrial Buying"—G. M. Robertson, manager, advertising administration and research, General Electric Co., chairman; Harold Snyder, marketing director, Arcos Corp.; Robert Uhl, vp, Batten, Barton, Durstine & Osborn; H. E. Van Petten, retired marketing director, B. F. Goodrich Industrial Products Co.; John Veckly, advertising director, U. S. Steel Corp.; Charles Winick, Ph.D., psychologist, and J. D. Wood, marketing services director, Jones & Lamson Machine Co.

• "Techniques & Standards of Mailed Readership Studies"—Edmund Greene, associate director, marketing services, Monsanto Chemical Co., chairman; Edward Bloom, statistical research, Sun Oil Co.; R. A. Le Fevre, marketing services manager, Ohio Brass Co.; Frank Pensinger, advertising manager, Monarch Machine Tool Co., and Ross Pilling, account executive, Erwin Wasey, Ruthrauff & Ryan.

• "A Statistical Study of Copy Characteristics"—John DeWolf, vp, G. M. Basford Co., and J. Wesley Rosberg, senior vp, Buchen Co., co-chairmen; William A. Clark, economic research manager, Monsanto Chemical; Robert L. Hartford, business manager, *Machine Design*, Penton Publishing Co.; Craig Mitchell, assistant publisher, Buttenheim Publishing Corp., and Howard G. Sawyer, vp, James Thomas Chirurg Co.

Registration fee for the form is $15 for IARI subscribers and $35 for others. Attendance is limited to 150 at each forum, and reservations may be made through the IARI, Box 411, Princeton. #

Trylon Names Moskowitz

Sidney Moskowitz, formerly associated with Galler Drug Co., Chicago, has been named marketing director of Trylon Products Corp., Chicago, toiletry manufacturer.

HERBERT D. MANELOVEG, *associate media director at Batten, Barton, Durstine & Osborn, has been appointed media director of the agency. Mr. Maneloveg, with BBDO since 1954, succeeds Fred Barrett, who retired last year.*

Peters, Griffin Opens 10th Branch in St. Louis

Peters, Griffin, Woodward, New York, has opened an office in the Paul Brown Bldg., St. Louis, the tenth branch of the radio-tv station representative. Arnold K. Knippenberg, formerly with KTVI, St. Louis, has been named tv head of the new office. Thomas A. Taylor will continue as the company's radio representative in the area. William H. Schwarz, formerly with KDKA, Pittsburgh, has been named to the new post of manager of program services of Peters, Griffin in New York.

Wyman Appoints Two

Wyman Co., San Francisco, has made two additions to its staff, bringing total personnel to 24. Donald V. Carleson has been named an art director and Robert O. Kelsey has been named an account executive. Mr. Carleson formerly was with Pacific Press and Mack-Wharton Advertising, Los Angeles. Mr. Kelsey formerly was a vp of Milici Advertising Agency, Hawaii. Wyman also has named John A. Pope, formerly pr director, treasurer and Joseph B. Wallace, executive art director, a vp.

U. S. Rubber Enters L. A.

U. S. Rubber Co., New York, will have 28 company-owned tire "supermarkets" in operation in the Los Angeles area by the end of the year as part of a move to broaden its distribution. Nine are already in operation. Tire centers will be opened in other key urban areas, the company said. It hopes to have more than 200 stores operating within the next five years. The stores sell tires, batteries and auto accessories.

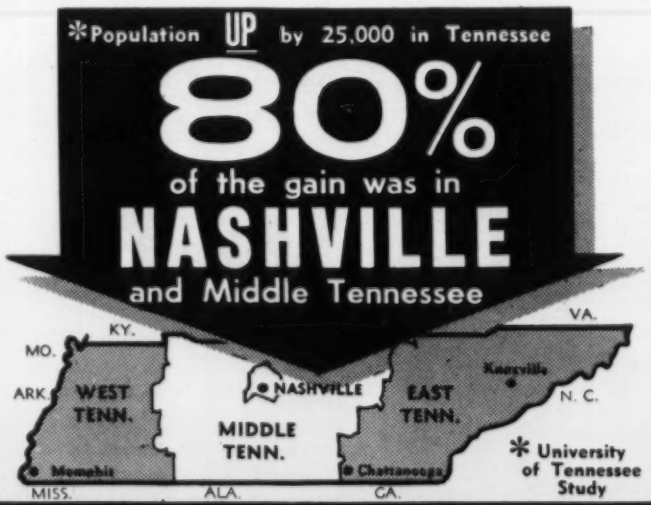
*Population UP by 25,000 in Tennessee

80%

of the gain was in

NASHVILLE

and Middle Tennessee

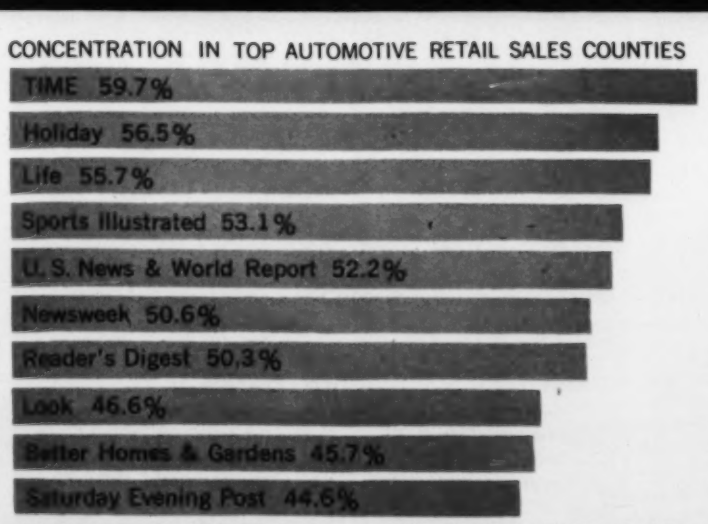


Nashville Banner
PLAN $16 MILLION IN HOMES

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

Evening Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

CONCENTRATION AND COVERAGE



All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and "Survey of Industrial Buying Power" (7/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

What's the most efficient way to invest your advertising dollars? ■ Concentrate on the people who are most likely to buy. Concentrate on enough of them, too. Cover them. ■ This defines TIME as a selling medium. Because TIME—more than any sizable publication—concentrates way up the scale, on any scale of value you measure people by. Income, education, business success, community influence—the higher you go, the more you find TIME. And it also follows that TIME'S readers live and work in the most active marketing area of the U. S. ■ For instance, in the top 100 U. S. counties in automotive retail sales (accounting for 47.5% of all such U. S. sales) TIME concentrates a greater percentage of its circulation than does any other magazine of more than 500,000 circulation. See the figures at left for this example of TIME'S efficiency. ■ This is the uniqueness of TIME. Concentration and coverage where it counts—in sales for you.

THAT'S TIME

★ THE DENVER

The Voice of the Rocky Mountain Em

Denver, Colo.—Climate Capital of the World

Vol. 68, No. 254

IN FIVE YEARS

Sales Up 31 Pct. For Denver Area

By BARNET NOVER
Chief, Post Washington Bureau

WASHINGTON.—Retail sales in the five-county Denver metropolitan area jumped 31 pct.—by more than $202 million—in the years 1954 through 1958, according to the U.S. Bureau of the Census.

The report, issued Thursday and based on the 1958 business census, reported on retail sales in the counties of Denver, Arapahoe, Adams, Jefferson and Boulder.

Retail sales of the area in 1954 amounted to $944,601,000. In 1958, firms reported total sales of $1,147,211,000.

The percentage increase was above the national average of 17 pct. for the four-year period.

It also was higher than the percentage rise in sales in Colorado as a whole, which was recorded at 18 pct.

Colorado sales in 1954 amounted to $1,726,759,000 compared with $2,036,725,000 in 1958.

Practically every category of retail sales shared in the rise in the Denver area. Biggest jump—of 33 pct.—was in gasoline service station sales, which rose from $57,335,000 to $76,455,000.

General merchandise sales increased from $113,960,000 in 1954 to $151,037,000 in 1958.

Denver eating and drinking places increased sales during the period from $67,502,000 to $83,049,000—an increase of 23 pct.

The total payroll of Denver area retail establishments amounted in 1958 to $132,310,000, with 47,440 employed in those establishments at the time the census takers came around in November of that year.

In Colorado as a whole, 15,792 retail businesses did total business of $2,036,725,000 in 1958 as against $1,726,759,000 in 1954.

PROVED BY CENSUS

Manufacturing Role Important

Post Washington Bureau

WASHINGTON.—The increasing importance of manufacturing industries to the Denver metropolitan area and to Colorado were brought out Thursday in a report by the U.S. Bureau of the Census.

The report covered the period from 1954 through 1958.

In 1954 manufacturing establishments in the metropolitan area employed 43,107 men and women. In 1958 this number had risen to 54,166, the largest number—11,317 being employed in the food industry.

Manufacturing payrolls in the Denver area amounted in 1958 to $288,228,000 with the Census Bureau estimating that the value of the output of the factories added by the manufacturers was in the vicinity of $550,000,000 as against $320,461,000 added by manufacture in 1954.

For Colorado as a whole the payroll of manufacturing establishments in 1958 amounted to $407,026,000 with an estimated $761,954,000 being the value of the goods manufactured after the costs of raw materials, semi-manufactured parts, fuels, energy and

2 Million Expected By 1990

Population in the metropolitan Denver area will be in excess of 2 million by 1990, the Inter-County Regional Planning Commission predicted Wednesday.

This would be confined to the four-county area of Denver, Adams, Arapahoe and Jefferson Counties, a projected population report by the commission showed.

George Nez, commission director, said 2 million persons in the metropolitan area

22-Story H Opens for

NEW HILTON HOTEL COMPLETES $40 MILLION ADDITI

The last step in converting Denver's one-time Courthouse Square into a $40 million hotel-department store complex was taken Saturday with the opening of the new Denver Hilton Hotel. This photograph shows the May-D&F de- partment sto endorf Plaz backdrop of

New Record Sales Boost CF&I Net

$3 MILLION PROJECT

Martin Co Jefferson

R POST HOME EDITION

pire 5 Cents, 72 Pages

lilton Hotel Conventions

Project Costs $26.5 Million

By WILLARD HASELBUSH
Denver Post Business News Editor

The Denver Hilton, America's newest major hotel and 41st in the worldwide Hilton chain, opens to the public next Saturday.

The 22-story skyscraper is more than a $26½ million addition to Denver's fast-growing skyline.

Its 884 guest rooms and its convention facilities—larger, more modern and of more effective design than those of most hotels in the entire world—have given Denver the extra ammunition it has needed for two decades to lure America's biggest conventions.

Officials of the Denver Convention and Visitors Bureau forecast a $21 million jump in the city's tourist-convention business this year, and even more in the years ahead.

They said the answer is the new Denver Hilton, and the downtown area hotel expansion and modernization that it has touched off.

The Denver Hilton is a spectacular hotel from any standpoint.

Big Shrine Convention Scheduled

Brace yourself, the Shriners are coming.

The 86th annual convention of the Ancient Arabic Order Nobles of the Mystic Shrine will bring more than 30,000 Shriners and their wives to Denver during the week of July 10.

ON TO DENVER SKYLINE
e which opened in August, 1958, and Zeck- ice skating arena against the dramatic the new 22-story hotel.

for Webb & liam Zeckendorf's realty development company.

The public opening at 2 p.m. next Saturday will be preceded by a three-day invitational opening Wednesday, Thursday and Friday, with Conrad N. Hilton, the world's biggest innkeeper, as personal host.

Hilton is flying to Denver Wednesday in a chartered plane carrying such Hollywood notables as Debbie Reynolds, Anna

Arthur A. Vos Jr. and Verne S. Warriner, all of Denver, mulled over these statistics:

1. The convention has reserved 776 of the new Denver Hilton's 884 rooms, hope to get more.

2. An air conditioned "Pullman City" of 16 special trains will serve as dormitories at Union Station during the convention.

3. Bus lines have banded together to furnish transporta-

Shriners. School

Expanding Facilities

Keith Building at 1025

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

CIRCULATION

Evening, except Saturday	256,513
Sunday	338,263
Empire Magazine and Comics	362,040

A. B. C. Publisher's Statement September 30, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

Toilet Goods Sales Listed by Retail Outlet

	Chain & Independent Drug Stores	Dept. & Specialty Stores	Food Stores	House -to- House	Ltd. Price Variety Stores	All Other Outlets
1950	37.0%	27.0%	6.1%	14.0%	11.0%	4.9%
1951	36.0	25.5	8.5	16.2	10.0	3 8
1952	34.5	22.0	14.0	17.5	8.5	3.5
1953	32.0	22.1	15.5	18.3	8.4	3.7
1954	30.2	22.5	17.1	19.4	7.5	3.3
1955	29.4	22.3	17.9	20.0	7.3	3.1
1956	29.3	21.6	19.1	19.6	7.2	3.2
1957	28.6	20.6	20.3	19.7	7.3	3.5
1958	27.1	19.2	22.3	20.0	7.9	3.5
1959	26.8	18.1	22.9	20.5	8.4	3.3

Downton Forms S. F. Agency

Lloyd K. Downton, former account executive in the San Francisco office of Lennen & Newell, which recently began distribution and promotion of Koreneff Buffalo vodka, has decided to form his own agency to handle the vodka account. Offices will be at 700 Montgomery St.

Toilet Goods Sales Volume Hits $1.66 Billion in '59

NEW YORK, May 3—Retail toiletry sales last year rose about 9% to an alltime high of $1.66 billion, according to the annual estimate of the Toilet Goods Assn.

The estimate does not include the sales of toilet soaps. It covers perfumes, cosmetics and other toilet preparations. Eye makeup showed one of the biggest percentage increases, though it has never accounted for any substantial part of the total industry volume.

Dentifrice sales were up a little more than 3%, "thus dropping back to approximately the normal rate of increase after several very spectacular years." Shaving cream sales rose nearly 5%, as a result of the increase in the aerosol market.

"Despite the furor over coal tar dyes, sales of lipsticks continued to increase at a little more than the rate for the entire list," the association reported.

■ Sales in department stores and drug stores continued to decline in percentage, but the rate of the decline in the drug field was somewhat lower. Food store and house-to-house sales increased, at a leveled-off rate. Variety store sales were also up. #

'Gladys' Leaves Henri, Hurst to Join Edward Petry & Co.

Gladys Richardson, known to readers of ADVERTISING AGE as Gladys, the Beautiful Receptionist, has moved from Henri, Hurst & McDonald, Chicago, where she was receptionist for 14 years, to Edward Petry & Co., Chicago, radio and tv station representative, to grace Petry's reception desk. Her charm now also will spread to the telephone, as she operates a small switchboard.

Gladys Richardson

ADVERTISING AGE readers who are Gladys' fans will be glad to know that she will continue to lighten AA's editorial page as "Gladys, the Beautiful Receptionist."

Altman-Hall Adds Account

Pennsylvania Gas Co., northwestern Pennsylvania subsidiary of National Fuel Gas Co., has appointed Altman-Hall Associates, Erie, Pa., to handle its advertising and public relations.

If 1½ Million is a "must" market...

Salt Lake's a must!

1½ million prosperous prospects is a pretty healthy market to talk to no matter where you have to go to sell them. And 1½ million is exactly the size of the market reached and sold by Salt Lake's two metropolitan newspapers, The Salt Lake Tribune and the Deseret News and Telegram. While it's true that nearly ½ million reside in metropolitan Salt Lake itself, the four-state circulation of these two papers can open your door to the million more in the market. Join the long list of prominent prospectors who are finding this market a real gold mine — nearly $2 billion in retail sales annually.

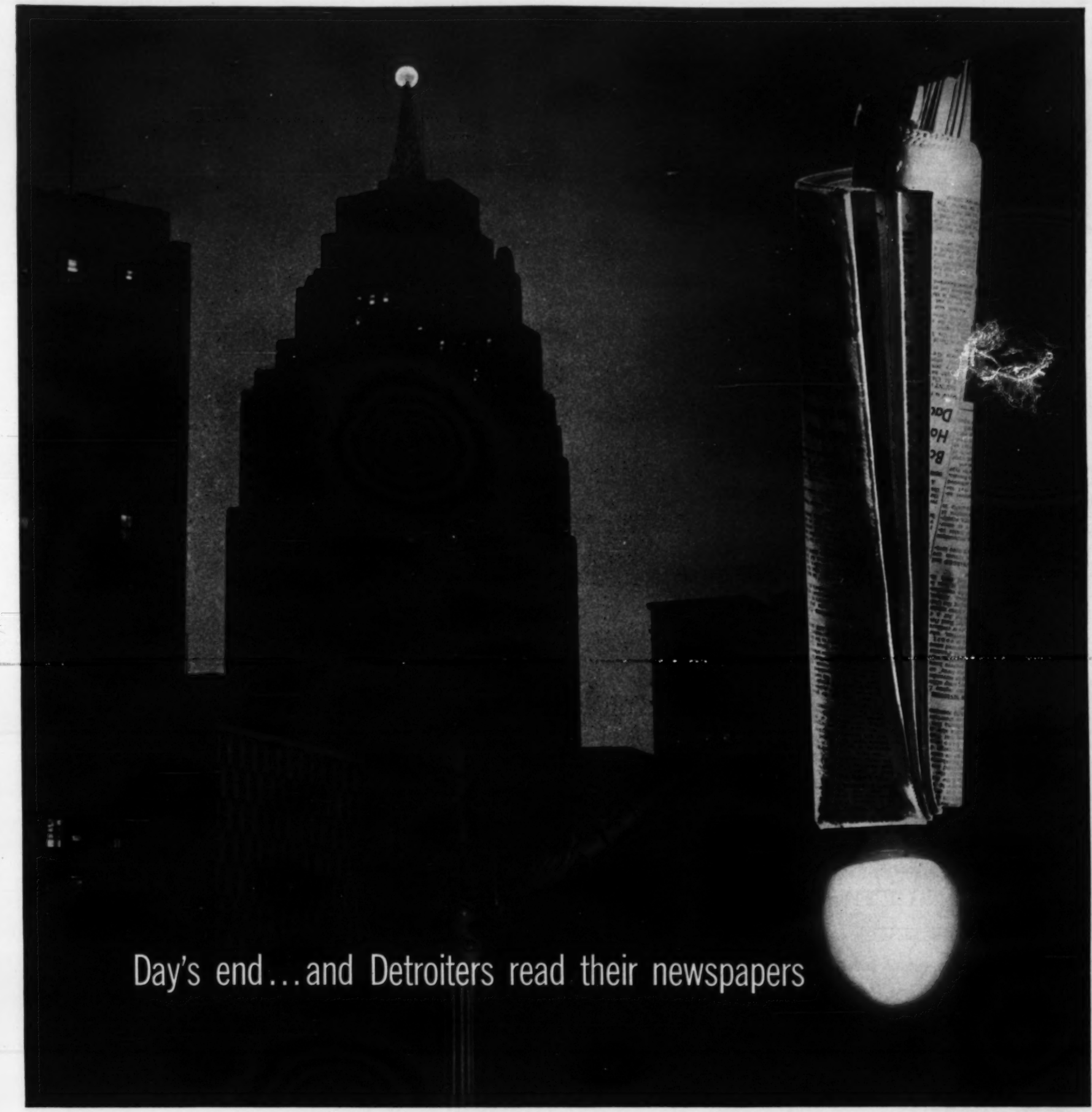
NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Jackmeyer
ONE COMPLETE SOURCE FOR
BLISTER PACKAGING
Jackmeyer helps you Blister Package your Product with more 'See and Sell' at lower cost... In Heat-Seal, Fold-over, Skin and the exclusive new Pressure-Sensitive STIK-ON Blister Pac. Instantly seals tight with a light press of the hand. No Heat. No Equipment. No Skill Needed. Easy to assemble in your plant.
Call Watkins 4-0265 or write Dept. AA
JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.
From Creative Art to Finished Product Since 1918

'Milwaukee Journal' Survey Shows 6,459 Families' Brand Picks

MILWAUKEE, May 3—A consumer analysis of the greater Milwaukee market, including brand preference data for more than 200 product fields, has been issued by the *Milwaukee Journal*.

The study was conducted by the *Journal's* research department via mail questionnaires. The Advertising Research Foundation, for the first time, was used as consultant by the newspaper.

The survey of brand preferences covers the broad product areas of foods, soaps and detergents, toiletries, beverages, homes and appliances, automotive and general.

Information used in the compilation was furnished by 6,459 households, 76.8% of those which were mailed questionnaires. The questionnaires were returned personally for a bag of groceries reward.

■ In the food survey, 33.4% of the households had made their most recent grocery purchases in A&P stores, with about 55% split up among nine other chains and 11.7% shopping in neighborhood stores. Grocery store shopping by income brackets show that lower income groups use the A&P much more heavily than high income groups.

Hills Bros. was the leading coffee brand (25.1%), with Butter-Nut second (20.3%), and A&P's Eight O'Clock brand third (16.3%).

Lipton's was far and away the leading dry soup mix, with 69.1% of all households buying soup mix using Lipton's, and 26.2% using Mrs. Grass'.

Maxwell House was the leading instant coffee (21.1%), with Butter-Nut second (17.7%), Sanka third (15.5%), and Hills Bros. fourth (12.8%).

■ In strained baby foods, Gerber registered a 58.9% use in all households buying, about a 9% decrease from its standing last year, and 14% less than 1958. Heinz was second in preference with 21.2%, an increase of about 7% over 1959. Beech-Nut, which reportedly held second place in the strained foods line for the past three years, dropped to third place with 11.7%, a 9% drop from last year.

Of all households buying margarine, 44.9% purchased Blue Bonnet and 13% bought Parkay; the remainder split their purchases among at least 12 other brands.

Mr. Clean led purchases of all-purpose liquid detergent cleaners, registering 49%. Handy Andy, with 26%, was second, and Lestoil, 16.3%, was third.

Of households purchasing products for household laundry, 33.1% favored Tide, which has held the lead in Milwaukee for at least the past three years. Closest competitor was Cheer, with 12%.

■ Revlon led the lipstick market with 27.6%, Avon running second with 14%, Hazel Bishop next with 13.8%, and Coty fourth with 12.2%. Avon's share of the market rose from 8.5% in 1957 to 11.6% in 1958 and 12.3% last year. Hazel Bishop slipped from 22.5% in 1957 to 16.4% in 1958 and to 15.8% last year.

Toni was the leading home permanent wave, with 54.7% of home permanent users selecting that brand. Lilt gathered 20.6% of the market, with the next closest brand being Richard Hudnut, with 6.6%.

In alcoholic beverages, Haig & Haig was the leading scotch, with 14.9%, a 4% increase over last year. Black & White, which had held first place for the past three years, dropped to 12.9% and second place. White Horse registered third with 9.8%, a decrease of almost 5%.

A total of 16.5% of whisky buyers preferred products of Seagram Distillers Corp., with Seagram's 7 Crown, the 13.4% favorite. Schenley Affiliates placed second (11.2%) with whisky consumers, and National Distillers, maker of Old Grand Dad, Old Crow, Old Sunnybrook, Old Taylor and P.M., was third (9.7%).

■ Of all households, 20.3% were found to use General Electric refrigerators in the Milwaukee area and 16.8% use Frigidaire.

Coldspot was the leading home food freezer, with 18.5% of the market; Sears was the leading gas range, with 14% of consumer use, and General Electric the leading electric range, with 21.7%.

Among households owning a single tv set, RCA Victor was the leader with 23.9%; Admiral ran second, with 15.2%, and Philco and Motorola shared the next two places.

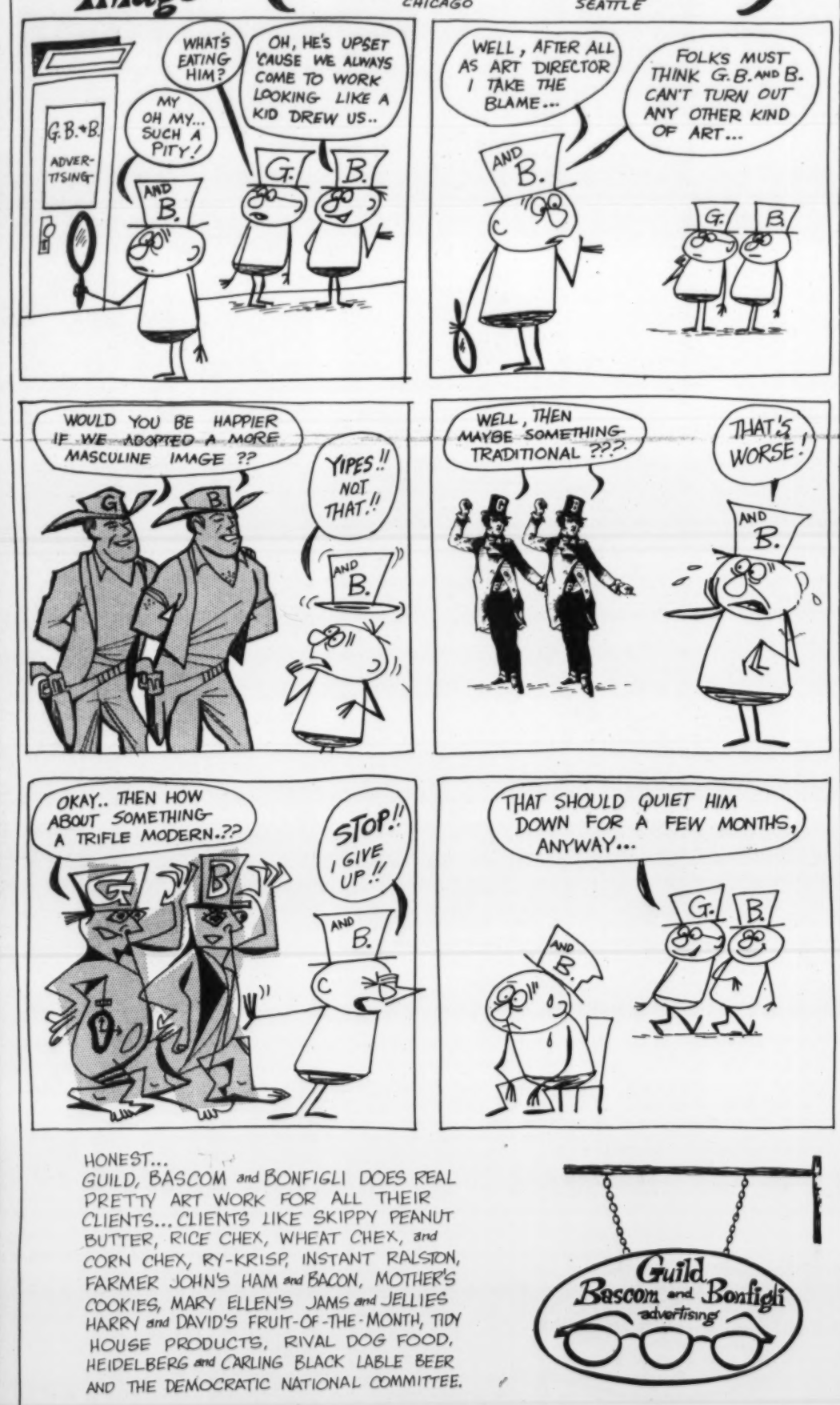
Chevrolet was the leading auto make, with 22% of one-car owners driving Chevies; 19.2% drive Fords and 9.9% own Buicks.

■ Standard led in gasoline sales, with 20.8%. Pate was second, with 17.2%; Mobilgas third, with 10.7%, and Clark fourth, with 10%.

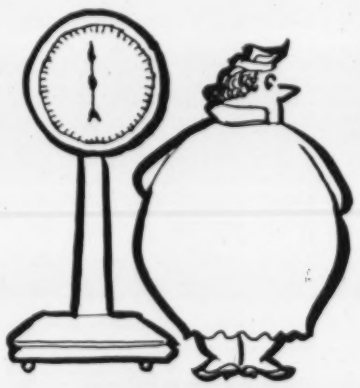
Men who buy filter cigarets prefer Kent (17.4%) first, Winston (14%) second, Salem (12.9%) third, and L&M (11.8%) fourth. Men who buy non-filters prefer Camels (26.8%) first, Pall Mall (24.6%) second, Lucky Strike (19%) third, and Chesterfield (13.3%) next.

Among women filter smokers it was Kent (18.7%), Salem (14.7%), L&M (11.9%) and Viceroy (10.5%). Their non-filter preferences: Pall Mall (38.7%), Chesterfield (16.2%), Camels (14.0%), and Lucky Strike (13.2%). #

Craven image
(A PEEK BEHIND THE SCENES AT GUILD, BASCOM AND BONFIGLI - ADVERTISING
SAN FRANCISCO — NEW YORK — LOS ANGELES
CHICAGO SEATTLE)


G.B.+B. ADVERTISING
WHAT'S EATING HIM?
OH, HE'S UPSET 'CAUSE WE ALWAYS COME TO WORK LOOKING LIKE A KID DREW US..
OH MY... MY... SUCH A PITY!
AND B.
G.
B.
WELL, AFTER ALL AS ART DIRECTOR I TAKE THE BLAME...
FOLKS MUST THINK G.B. AND B. CAN'T TURN OUT ANY OTHER KIND OF ART...
WOULD YOU BE HAPPIER IF WE ADOPTED A MORE MASCULINE IMAGE ??
YIPES!! NOT THAT!!
WELL, THEN MAYBE SOMETHING TRADITIONAL ???
THAT'S WORSE!
OKAY.. THEN HOW ABOUT SOMETHING A TRIFLE MODERN..??
STOP!! I GIVE UP!!
THAT SHOULD QUIET HIM DOWN FOR A FEW MONTHS, ANYWAY...

HONEST... GUILD, BASCOM and BONFIGLI DOES REAL PRETTY ART WORK FOR ALL THEIR CLIENTS... CLIENTS LIKE SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, MARY ELLEN'S JAMS and JELLIES HARRY and DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABLE BEER AND THE DEMOCRATIC NATIONAL COMMITTEE.



Expect BIG RESULTS in a SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #5
$360,000,000.00 IN WHOLESALE SALES FOR THIS INTERURBIA MARKET.—
Source - U. S. Business Census Report for 1958.

Saturate This Great Market with One Low Combination Rate
GREEN BAY PRESS-GAZETTE
APPLETON-NEENAH-MENASHA POST CRESCENT
Represented By SAWYER-FERGUSON-WALKER Co., Inc.

"Ad Requirements stimulates our thinking..."

M. ROBERT WOLFSON
Advertising Manager
Maremont Automotive Products, Inc.

MARPRO, INC.

MAREMONT BUILDING • 168 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS • ANdover 3-7676

Advertising Requirements Magazine
200 East Illinois Street
Chicago 11, Illinois

Gentlemen:

As a long-time reader of Advertising Requirements, I consider it to be one of the finest "how to do it" idea books published for the advertising profession.

Advertising Requirements is consistent in its presentation of concise, well-written articles on practically every phase of advertising and sales promotion affecting our efforts at Maremont. It not only serves as a ready file of informative material but stimulates our thinking as well. We have often applied information found in AR articles on other industries to problems we considered unique to the automotive after-market. The magazine has often given us the creative spark to develop new areas of communication with our customers, trade and consumer alike.

AR is the one publication I believe should be "must" reading for every member of a company or agency creative department; provided in quantity to staff members or, failing that, routed to each one. It is one of the indispensable tools of the advertising profession.

Very truly yours,

M. Robert Wolfson
Advertising Manager
Maremont Automotive Products, Inc.

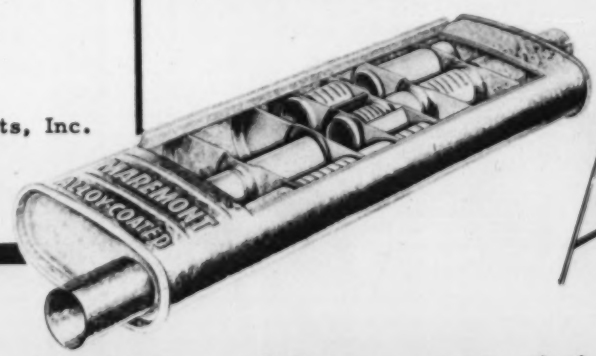
Mr. Wolfson and Maremont Automotive Products, Inc. are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

One of the nation's leading manufacturers of automotive replacement parts, Maremont conducts an extensive direct-mail program aimed at both its wholesalers and dealers and provides several categories of promotional aids for use by its dealers. In addition, Maremont's ad budget calls for a variety of company-sponsored radio, tv and space advertising.

The yearly direct-mail effort includes 2,000,000 copies of "Exhaust Echoes" (a newsletter featuring automotive industry news); 500,000 "Maremont-O-Grams" (a service providing installation tips for Maremont mufflers); and an assortment of brochures on product quality and merchandising helps supplied to wholesalers for use as "envelope stuffers" when communicating with dealers. Among the promotional aids are point-of-purchase materials such as indoor and outdoor signs, decals, stickers, etc.; novelties such as book matches, calendars, memo pads, shop caps, etc.; as well as newspaper mats, scripts for radio commercials and filmed commercials for tv broadcast and theatres.

Mr. Wolfson, who has directed Maremont's advertising, sales promotion and public relations activities since 1949, is the current president of the Automotive Advertisers' Council, a non-profit organization of major automotive parts suppliers and equipment manufacturers serving the automotive industry.

"the Nation's No. 1 TRAFFIC STOPPER!



Advertising Requirements / Workbook of Advertising & Sales Promotion

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS
PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

PHOTOGRAPHIC REVIEW

Roller Taylor Cook Corcelli

ANNUAL SPOOF—*In the Cleveland Women's Advertising Club show, "AD-Ventures—1960," Diane Corcelli plays the bongo drums while beatnik waitresses Hilda Roller, Mrs. Doris Taylor and Mrs. Bettie Cook sing "It Ain't Necessarily Zen." Proceeds of the show help send Cleveland children to camp; since 1953, the club has contributed $11,500.*

TIRE AID—*Audrey Burns, a secretary with Mohawk Rubber Co., Akron, stands next to display for the company's new premium tire, Strato Chief. Carr Liggett Advertising, Cleveland, is the agency.*

MAN OF THE YEAR—*Arthur O. Dietrich (left), sales promotion manager of Minneapolis-Honeywell, receives plaque from G. D. Crain Jr., publisher of Advertising Requirements and Advertising Age, naming him AR's "Sales Promotion Executive of the Year." The presentation was made at the Sales Promotion Executives Assn. conference (AA, May 2).*

Condeff Fletcher Cook

RETURN—*C&H Sugar Refining Co., San Francisco, has returned to outdoor advertising after a three-year absence with giant painted bulletins in major West Coast markets. Shown here before one of the bulletins are William Condeff, art director, Foster & Kleiser; Harry Fletcher, Honig-Cooper Harrington art director, and R. C. Cook, C&H ad manager.*

Legate Martin Gibbs

Torono Trelford

Hodges Nunns King Knight Adams

ACA MEETING—*At the 45th meeting of the Assn. of Canadian Advertisers in Toronto were B. E. Legate, of the ACA; Franz W. Martin of Chrysler of Canada; C. Everett Gibbs of the Toronto-Dominion Bank; Philip Torono of Jordan Wines; E. L. Trelford of Sunbeam Corp.; Alf Hodges of Sterling Drug; Gilbert Nunns of Dancer-Fitzgerald-Sample, Toronto; Percy R. King of Javex Co.; Dave P. Knight of Imperial Flo-Glaze Paints; and Fred D. Adams of Cockfield, Brown & Co.*

Sheldon Freeman Merahn Noell Fleck

Hoover White Wade West Keefe

AT NNPA MEETING—*At the 30th National Newspaper Promotion Assn. meeting in Phoenix were Richard Sheldon and Edward Freeman, New York Herald Tribune; Lawrence Merahn, New York World Telegram & Sun; Charles Noell, Winston-Salem Journal and Sentinel; Leslie Fleck, Charlotte News and Observer; Charles Hoover, Phoenix Republic and Gazette; R.S. White, Montreal Gazette; Larry Wade, San Francisco Chronicle; Keith West, Deseret News, Salt Lake City, and Howard Keefe, Chicago Tribune.*

... like California without the Billion-Dollar Valley of the Bees

Actually, total effective buying income of more than $3 billion
Value of farm products sold greater than each of 46 states
Not covered by San Francisco and Los Angeles newspapers

In the heart of the Billion-Dollar Valley of the Bees is Stanislaus County, covered by the Modesto Bee. Although comparatively small, Stanislaus County ranks 11th in the nation in the value of farm products sold and has a thriving core of industry — paper products, chemicals and food processing.

You can't cover the Modesto area or any of the rest of the Valley of the Bees in any coastside newspapers. You need the Bees.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

C. H. HEINTZELMAN

COATESVILLE, PA., May 3—C. H. Heintzelman, 79, publisher of the *Coatesville Record* since 1919, died Sunday in a hospital here.

Mr. Heintzelman, a former director of the American Newspaper Publishers Assn. and a former director of the Associated Press, was also president and treasurer of the *Record*. He was named Pennsylvania's "publisher of the year" by the state newspaper publishers association in 1950.

His son George, vp and co-publisher of the *Record*, is president of the state association and a past president of the state AP group.

BROCHURES • CATALOGS • DIR CT
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6402

Russell Clevenger, VP of Albert Frank Agency, Dies at 60

VAN NUYS, CAL., May 3—Russell R. Clevenger, 60, vp of Albert Frank-Guenther Law, New York, died today in Valley Hospital here after a short illness. Mr. Clevenger had been visiting his son, Russell H. Clevenger, of Los Angeles.

Mr. Clevenger was graduated from Wilmington College and from Columbia University.

In 1922 he joined the *New York Times* as a reporter in the financial news department, and in 1927 he joined Albert Frank-Guenther Law. He was named a vp of the advertising-public relations agency in 1935; he resigned in 1943.

Mr. Clevenger then served as director of public relations of Broadcast Music Inc., as a member of the public relations department of N. W. Ayer & Son, as an executive with the New York Stock Exchange, as an adviser on tax education to the U. S. Treasury and as director of information of the Federal Communications Commission before rejoining Albert Frank in 1950 as an advertising account executive.

Re-elected a vp in 1952, Mr. Clevenger handled the Affiliated Fund, American Business Shares, One William Street Fund and White, Weld & Co. accounts.

JOHN W. ELWOOD

PALO ALTO, May 3—John W. Elwood, 64, former National Broadcasting Co. executive, died April 23 of a stroke at a rest home here.

Mr. Elwood, who attended Amherst College and Harvard University, was with General Electric prior to joining NBC in 1927 as assistant to the president. He later became program director and vp in charge of public affairs and then manager of the international division.

In 1942, Mr. Elwood was named manager of KNBC, San Francisco. He retired in 1950 and then served two years as director of Radio Free Asia.

RALPH G. WHITE

CHICAGO, May 3—Ralph G. White, 54, a vp and account supervisor of Russell T. Gray Advertising, died Sunday of a heart ailment in his River Forest, Ill., home.

Mr. White, who was born in Barton, Vt., joined the agency in 1944, and was named a vp in 1947. He specialized in construction equipment accounts. Before coming to Gray, he was a sales promotion manager for *Rock Products*, and later for *Industrial Marketing*. He also worked for a time at Fensholt Advertising Agency.

Survivors include a son, Gerald, a publishers' representative, Lombard, Ill.

WILLIAM STANNARD

VANCOUVER, B. C., May 3—William Charles Stannard, 60, president of the Montreal Advertising & Sales Executives' Club from 1941 to 1943, died here April 17. He came to Vancouver two years ago as an account executive with James Lovick Advertising Co., after serving with McConnell, Eastman & Co. and Stanfield Advertising Co. and as executive assistant to the president of Gazette Printing Co., Montreal. During World War I he served with the Royal Air Force; he came here from England in 1924.

HOWARD WATROUS

CHICAGO, May 3—Howard L. Watrous, 72, sales executive of American Publications Inc. and one of the most widely known figures in the furniture industry, died April 23.

Mr. Watrous had been affiliated with American Publications, a subsidiary of the American Furniture Mart Corp., since 1955. American publishes *Marketing* and *Chicago Market Daily*.

Prior to coming to the Mart, he was a sales representative of *Furniture Age* from 1930 to 1955.

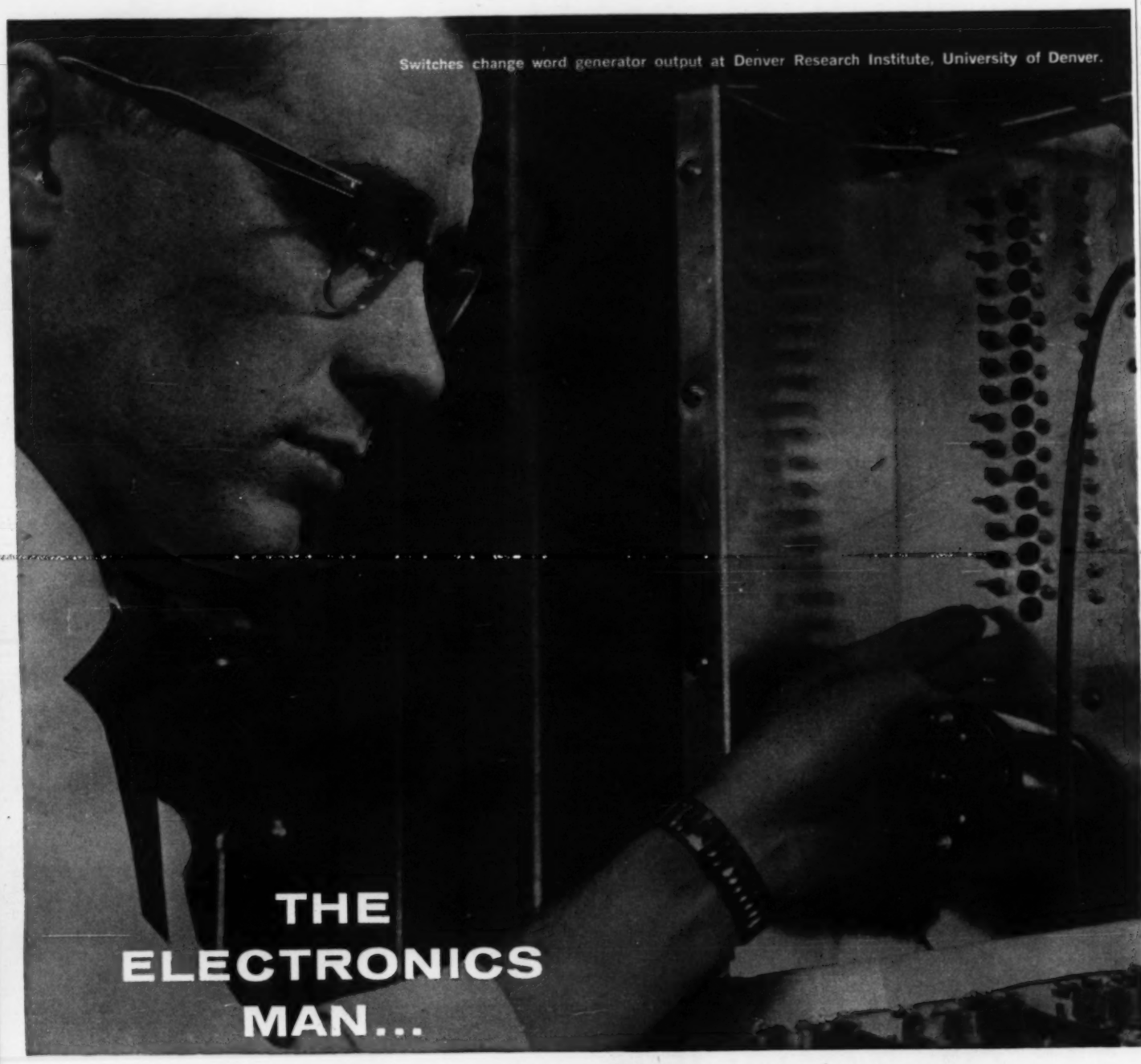
ADOLPH RUTHMAN

LOS ANGELES, May 3—Adolph G. Ruthman, 71, former senior partner of Gilman, Nicoll & Ruthman, newspaper publishers' representative, died here April 30.

A native of Cincinnati, Mr. Ruthman worked for several newspapers before joining Gilman, Nicoll in 1919. He was a former president of the Advertising Club of Chicago.

JAMES W. CARROLL

SHERIDAN, WYO., May 3—James W. Carroll, 59, president and manager of KWYO, Sheridan radio station, died April 19. He was past president of the Wyoming Assn. of Radio & Television Broadcasters.



IN A $10.1 BILLION MARKET

That's a conservative estimate of the electronics market this year!

Next year, the electronics man will buy more. $15 billion by 1965 . . . $20 billion by 1970 — the experts tell us. If he's a prospective customer of yours — the electronics man is a buyer well worth cultivating.

Look at the badge that identifies the electronics man. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

Why does he read **electronics**? Because only **electronics** is specially edited each week to meet his reading requirements in engineering and business areas . . . a fact to be remembered when you buy space to reach and influence the electronics industry.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN...

electronics ABC ABP

A McGraw-Hill Publication, 330 W. 42 St., New York 36, N.Y.

Who reads CHICAGO'S AMERICAN?

"I do," says Bernadine Vargo

Bernadine Vargo is private secretary to Col. Henry Crown, Chairman of the Board of Material Service Corporation and the Empire State Building Corporation. Miss Vargo is a career woman who believes she has the most interesting job possible, and considers herself fortunate to work with one of Chicago's leading industrialists.

"...and, of course, Colonel Crown does. My boss sets a fast pace. Because of my busy schedule, I don't have the time to read a newspaper thoroughly. That's why CHICAGO'S AMERICAN is my favorite newspaper. Its new way of condensing the news on page one gives me the highlights of the day's top stories in a minimum of reading time. I know, too, when a news item of particular interest hits my eye, I will find it covered in depth elsewhere in the paper.

"And, of course, like most readers, I have my favorite features. Take, for example, your fashion editor Jean Cameron. Her down to earth interpretation of fashion trends helps me to dress smartly within my budget.

"Yes, you can count me as one of your enthusiastic readers."

Bernadine Vargo

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Nationally represented by Hearst Advertising Service Inc.

Richard Malkin Co. Bows

Richard M. Malkin, assistant manager of markets and merchandising, *Look*, has resigned effective May 9 to open Richard Malkin Co., 19 S. Compo Rd., Westport, and 111 W. 44th St., New York. The company will be a product promotion agency, including advertising, sales promotion and merchandising.

CLIENTS WILL LOVE YOU

. . . When you tell them that 39% of the nursing homes and homes for the aging plan to either expand or remodel in 1960. Furthermore there's an immediate need for a 70% increase in the total number (more than 16,000) of homes.

Learn the dimensions of this new market in our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

K&S Metal to Mosher, Reimer

K&S Metal Products, Colorado Springs, has appointed Mosher, Reimer & Williamson, Denver, to handle its advertising and assist in its marketing and market development.

Baxter Agency Adds Two

Federal Land Bank of St. Paul, and Red Wing Industrial Development Corp., Red Wing, Minn., have appointed William L. Baxter Advertising, Minneapolis, as their agency.

Rosenberg Joins Fellman Co.

Leonard F. Fellman Co., New York and Philadelphia sales coordination specialist, has appointed Ted Rosenberg, former account executive at National Telefilm Associates, director of sales.

NEW TRADEMARK-PACKAGE—*In the new package design for Frank Tea & Spice Co.'s products, the package and trademark are one. The design job was handled by Smith, Scherr & McDermott, Akron, O.*

Imaginative Ads Will Regain Public Confidence: Bursk

BOSTON, May 3—Public confidence and interest in advertising can be invigorated not by making ads more timid, but by making them more vigorous and imaginative.

And the responsibility for this move must come from corporate management, according to Edward C. Bursk, editor of *Harvard Business Review*.

Writing in the May-June issue of the *Review*, Mr. Bursk notes two forces which he says are leading to public disenchantment of advertising:

1. "The major contributor is the plain fact that, in the opinion of many qualified industry observers, a large percentage of today's advertising is just plain dull.

2. "The second major shortcoming that critics attribute to advertising is its 'over-competitiveness.' So the public feels that a good deal of advertising tries too hard to make much out of small differences between products, that advertising wrangles, that it talks up one product by talking down other products."

■ Mr. Bursk attributes the dullness of advertising in part to the mushrooming of ad expenditures, resulting in "a crash production of advertising messages, many of which lack the 'spark' that separates ingenious persuasion from table-pounding argument or sterile pap."

Also, he says, "the development of good writers has been hampered in many agencies by a new trend that corporate management also might profitably study. This is the orientation of some agency's efforts away from creative service in favor of 'total marketing' . . ."

■ Speaking about the competitiveness in advertising, the author notes the movement of ad messages away from the product's major uses to side issues and plusses.

"If we are to successfully sell the plus and side issue, then we must first make it important enough to be decisive in brand selection," he writes.

"The way to reverse the public's disenchantment is not by toning advertising down, with the result that products sound more alike than ever, but by encouraging advertising to be more vigorous, more imaginative, so that the product differences mean more to the public."

■ The matter of keeping advertising within the bounds of good taste and honesty, Mr. Bursk says, cannot fall to the media. "This has to be a matter of self-policing on the part of corporate management. Any policing from outside, to be effective, would have to be in such rigid terms that it would dull the drive of creative advertising.

"The trouble is that overcautiousness on the part of management, right now, may have the same effect," he writes. "Indeed, unless management takes a positive, courageous stand and tells all the technicians and creators who set its advertising 'face' to the public that they too should be courageous, then the forces of disenchantment will gather more strength and advertising will become increasingly uncreative." #

Ervaco, Swedish Agency, Reports 16% Billings Gain

Ervaco Advertising, Stockholm, billed $5,670,000 in 1959, a gain of 16% over 1958, according to the agency's annual report. Ervaco, which regularly issues an annual report, earned $100,580 on this volume—before taxes and after deductions for interest and depreciation. The agency put nearly half of this profit into the employe profit sharing plan.

There was little change in media use during the year. Newspapers continued as the No. 1 medium, taking 43.7% of the agency's billing. The biggest changes were in magazines, whose share declined from 15.8% to 13.1%, and films (which are shown in movie houses), whose share advanced from 1.2% to 2.6%.

Middletown, N.Y., Paper Sold

The *Middletown Daily Record*, New York, an offset-printed daily launched in the summer of 1956, has been sold by its founder to the same newspaper chain which last November acquired Middletown's older daily, the *Times Herald*—Ottaway Newspapers-Radio Inc., Endicott, N.Y. Ottaway also purchased the *Port Jervis Union-Gazette* with the *Times Herald*. The company now operates eight newspapers and three radio stations.

WWDC RADIO
WASHINGTON, D.C.
proudly announces the addition of
AMERICAN AIRLINES' "MUSIC 'TIL DAWN"
midnight to 6 A.M.—7 days weekly
to its ever increasing list of distinguished local, regional and national accounts
Represented nationally by John Blair & Co.

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

This Seattle woman reads, believes in—and shops by THE SEATTLE TIMES. Her grocery expenditures prove it!

CONCENTRATION

95.6%

Food shoppers in the rich, six-county Seattle City and Retail Trading Zone feed their families well. They spend $374 million each year on advertised food products—10% more than the national per capita average! Only *THE SEATTLE TIMES* offers you 95.6% circulation concentration within this vital buying zone.

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.
New York, Detroit, Chicago, Los Angeles and San Francisco

2 Separate Newspapers

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1

NOW . . . BUY A **KING SIZE MARKET**

FT. BLISS — Headquarters for all guided missile and anti-aircraft training of the U. S. Army.

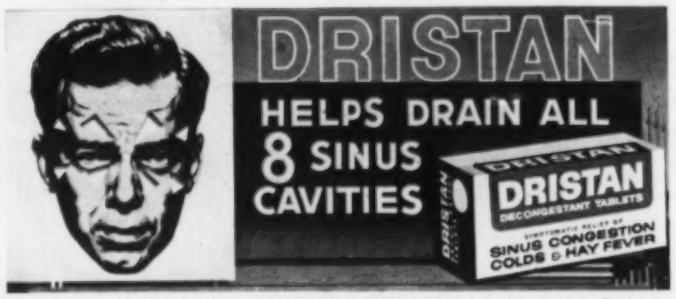
1959 Payroll $64,349,407
1959 Purchases $20,364,366
1959 Construction $16,101,000

Note these figures do NOT include Biggs Air Force Base, White Sands or Holloman Development Center.

LOW RATE BUYS BOTH

CIRCULATION 104,020

BLANKETING THE **FABULOUS SOUTHWEST**



SINUS ACTION—*There's an oscillating light wheel behind this Dristan board which lights up the eight triangular slits in the face, to dramatize the sinus cavities which Dristan is said to relieve. Twelve of these animated rotating bulletins are on display in the Los Angeles metropolitan market.*

Woltering to 'Farm & Ranch'

Robert J. Woltering, former district sales manager of *Farm & Power Equipment*, St. Louis, has joined the Chicago sales office of *Farm & Ranch*.

Girdwood Hits Waste in 'Misuse' of Ads in Business Papers

NEW HYDE PARK, N. Y., May 3—A business paper publisher charged last week that "more money is wasted by improper use of [industrial] advertising than in any other business area."

James Girdwood, publisher of *Electronics*, also told an industrial marketing forum sponsored by Dickerman Advertising, that "a lot of profit is lost, or remains in jeopardy, because of advertising that isn't done at all."

Citing the danger of improperly used advertising, the McGraw-Hill publisher said "there is nothing so frightening as the sight of a company which has advertised and can't produce—a company which has advertised an item which won't meet the specifications claimed in the advertising, a company which has advertised and finds that it can't make a profit at the advertised price, or that the cost of prototype development outstrips profit margins on the production run."

■ "Sound industrial advertising," said Mr. Girdwood, is "one of the least expensive marketing tools in existence. It can point the way to new markets. It can aid in fitting the product to the market. And it can demonstrate clearly the manner in which sales effort must be directed and the types of individuals on which your salesmen must call to close the sale." #

GE Tours Small Towns with Trailer Display of Products

The housewares division of General Electric Co. is hitting the road with a mobile "Dealerama" display of all its products. It will play to dealers in towns of up to 25,000 population, and in its try-out run will tour 130 towns in 12 southeastern states this spring.

The Dealerama display is built into a trailer 45' long, 11' high and 8' wide. Included is every product of the housewares division's four departments, plus a demonstration kitchen and facilities for movie projection. The Dealerama will be manned by two men, and will be on the road for 10 months each year. Advance preparation in each region will be managed by the division's field organization.

Zieve to Stone & Simons

Morton Zieve, former producer and director of WXYZ-TV, Detroit, and musical director of KRON-TV, San Francisco, has been named radio and tv director of Stone & Simons Advertising, Detroit.

NEW ENGLAND LEADS THE NATION

of all U. S. Regions

Per Household

FIRST... IN EFFECTIVE BUYING INCOME

FIRST... IN RETAIL SALES

FIRST... IN FOOD SALES

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the second leading state
- 50% of the Total Retail Sales

You can't cover Massachusetts without the Telegram and Gazette

86.4% COVERAGE

DAILY 158,215
SUNDAY 102,957

A.B.C. Audit Dec. 31, 1958

The Worcester TELEGRAM and GAZETTE

WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

In 1960, only LOOK—
among all major magazines
in America—recorded
all-time first-quarter highs
in circulation
and advertising revenue
and advertising pages.

LOOK—People Are The Purpose—People Are The Power

Pickus Seeks Injunction Against M. and E. Maeger

Morris I. Pickus Jr. and Posters Inc., New York, have filed a motion in supreme court, Manhattan, to restrain defendants Martin A. and Elizabeth Maeger "from participating in the same business as that of the plaintiff corporation." Mr. Pickus, who is also head of the Personnel Institute, said he is sole stockholder of Posters Inc., formed Feb. 13, 1959, to engage in the outdoor business. He charged that Martin Maeger is now transacting the same type of business as Posters Inc. under the name Outdoor Advertising Associates. Besides seeking a restraint, he asks that the Maegers be enjoined from disposing of Posters Inc. records.

Martin Maeger was president of Posters Inc. Previously he was in the bus card advertising business and with Criterion Advertising. Mrs. Maeger said he is now unemployed.

Scott Tests Wonder Wrap

Scott Paper Co., Chester, Pa., is testing a new all-purpose polyethylene food wrap called Wonder Wrap in the Indianapolis and Albany-Troy-Schenectady markets. Two-color and b&w 1,500-line newspaper ads, plus television spots, are being used to advertise the product. The theme is "Announcing the greatest development since . . ." and a picture of a banana, orange or egg is then shown. J. Walter Thompson Co., New York, is the agency.

BBDO Appoints Three

W. Marshall May has joined the marketing department of Batten, Barton, Durstine & Osborn, New York, specializing in appliance sales. Most recently, he operated his own merchandising consulting business in Chicago. BBDO has named Richard C. Coblens, account group head in New York, and Richard Neeley, copy group supervisor in San Francisco, vps.

IT'S A CINCH TO SELL WHEN THEY LISTEN

And "Professional Nursing Home" commands the attention of administrators in this field because it's editorial content is tailored solely to their interests. Nursing Homes and homes for the aging is a booming new market rich in sales. (More than 16,000 homes to date.)

To learn its true worth, see our ad in B P R D or write to . . .

PROFESSIONAL nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

POSTER DISPLAY—*Promenade at the Chicago International Trade Fair this summer will include a display of poster art along the one-mile route. General Outdoor Advertising Co. is selling space on the panels.*

One-Mile Outdoor Poster Offered at Chicago Fair

CHICAGO, May 3—The Chicago International Trade Fair for 1960 will feature a mile-long outdoor board—billed as "the longest mural in the world"—along the promenade on Navy Pier, site of the fair.

General Outdoor Advertising Co. is selling space for the board, which will feature poster art with an international flavor. There are 944 single-sheet panels available on the board and on kiosks and pole standards along the route. Price is $120 per poster, and GOA said more than 200 spaces have already been sold.

■ The outdoor promenade was built especially for the fair (June 20 to July 5) at a cost of more than $150,000, and will run between the two wings of Navy Pier. It is designed to ease traffic through the inside exhibits by letting visitors walk directly to entertainment features.

Cost of the promenade is being underwritten by GOA; the Chicago Assn. of Commerce & Industry, sponsors of the fair, and Coca-Cola Bottling Co. of Chicago, which is joining with the Borden Co. dairy in operating eight international cafes along the route.

The trade fair, designed primarily to promote Chicago as a major world port, was first held last year in conjunction with the opening of the St. Lawrence Seaway.

The fair is also a buying and selling event, and five days will be set aside exclusively for buyer attendance. Last year a few hours each morning plus one full day, were for buyers only.

■ Despite the short business hours and the crush of 800,000 paying visitors, exhibitors last year sold almost $30,000,000 worth of goods.

The 1960 fair will feature pavilions from 25 countries and goods from about 65 nations in the 400,000 square feet of exhibit area. Some 50,000 buyers are expected.

As an inducement to buyers, the fair will open on the same day that summer markets begin at the Merchandise Mart and American Furniture Mart, two Chicago events which draw heavy attendance. Over $50,000,000 worth of merchandise will be on display at the three locations, according to Thomas A. Coulter, chief executive officer of the Chicago Assn. of Commerce & Industry.

Marsteller, Rickard, Gebhardt & Reed, Chicago, is agency for the fair. #

Anderson & Cairns Names Callender Creative Head

William Callender

William Callender, formerly copy supervisor of Dancer-Fitzgerald-Sample, New York, has joined Anderson & Cairns, New York, as creative director. He succeeds Sherman E. Rogers, who resigned to join Cunningham & Walsh, Chicago, as creative department director (AA, April 11). A&C also has named Nicholas G. Ciangio, formerly exec vp of Wilbur, Ciangio, Beekman & Packard, New York, director of a new sales promotion department.

A&C and James Thomas Chirurg Co., New York and Chestnut Hill, Mass., will merge to form Chirurg Cairns (AA, April 11), pending stockholder approval.

Walton Opens Chicago Office

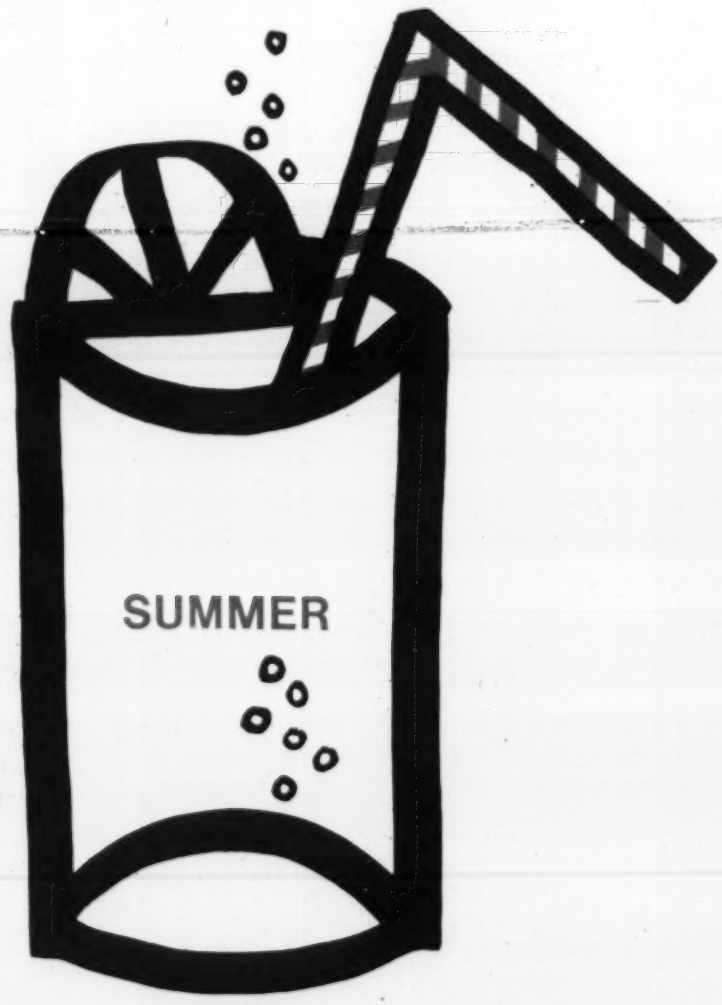
Hal Walton Associates, New York, radio station representative, has opened a midwestern sales office at 333 N. Michigan Ave., Chicago. The company has been named national representative for WABY, Albany, N.Y., formerly handled by Forjoe & Co.; WRIP, Chattanooga, Tenn., previously represented by Hil F. Best Co., and WDMV, Pocomoke City, Md., formerly represented by Rambeau, Vance, Hopple.

KORK Names McMurray

Joseph McMurray, formerly sales manager of KCRG, Cedar Rapids, Ia., tv station, has been named general manager of KORK, Las Vegas radio station.

WBT Promotes Marion

Paul B. Marion, general sales manager of WBT, Charlotte, N. C., radio station, has been promoted to managing director. He will continue to head national sales.



SUMMER: It's the coolest time of the year on WJW-TV! Beginning in June, channel 8 kicks-off its exciting SUMMER FILM FESTIVAL...a cool summer treat of the best feature films from Paramount, Warner Bros., 20th Century and United Artists. It's a time for gigantic contests with prizes from automobiles to miniature poodles. It's a time when WJW-TV advertises, publicizes, and devises top exploitation. The price is right too, in fact, it's the best time money can buy.

YOU KNOW WHERE YOU'RE GOING WITH WJW TV CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

The IRE DIRECTORY *takes a beating*

From its 60,000 Radio and Electronic Engineer users.

The Cast:
Top
Leon Fernandez is IRE's Boston Area Salesman under Jack Spargo

Bottom Right
Howard Rose Manages New York State for the IRE "Package" IRE Show, IRE DIRECTORY and the Proceedings of the IRE

Bottom Left:
Hugh Keayes is Industry Research Editor for the IRE DIRECTORY

INTER-OFFICE LETTERS ONLY

Arlington 'Boston'
DATE May 2, 1960

TO I R E Advertising Department

FROM Leon Fernandez

SUBJECT Members' IRE DIRECTORY Copies taking a beating.

I need an answer to this problem: IRE Members not only tell me, but show me that their own copies of the IRE DIRECTORY, and even the "Purchasing Edition in the office or plant are breaking at the binding by the end of one year. Can we make the binding stronger? What does Howard Rose tell his customers? He did the new DIRECTORY presentation.

Has Hugh Keays checked users to see if this is a general problem, or do my New England Members just use the book harder than others. Please give me some answers on this.

From the desk of ... **HOWARD A. ROSE**

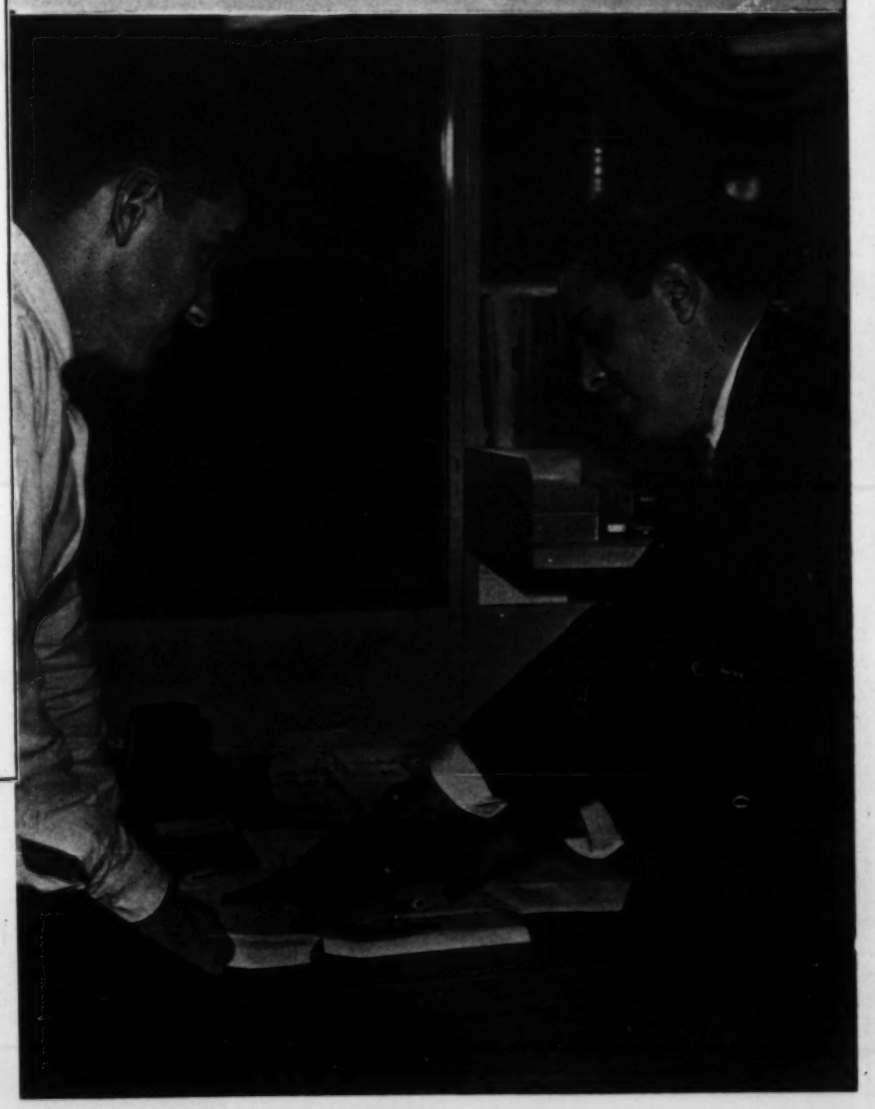
Dear Leon:

1. Hugh tells me that IRE DIRECTORIES do "break up" at just a little over 1 year. He says he wants them to! The "jet binding" opens out flat for easy use and visibility, and is much superior to side-wire. (Side-wire would last longer.) But, 90% do last the year.

2. "Why does he want them to wear out?" Keays says, "In a growing and dynamic industry like electronics no DIRECTORY over a year old is safe for information. We've got to keep our 60,000 members and 5000 firms using a really current book. Let them wear their copies out. Then they've got to use the new one, and it comes just in time."

3. Economically it is sound to make D-IRE a one-year book. Our ad rates are low "per page per thousand" and more costly binding would in this case push costs up and not serve the advertiser's best interests.

Howard



1961 IRE DIRECTORY

Published by THE INSTITUTE OF RADIO ENGINEERS
for its Members and Industry
72 West 45th Street, N. Y. MU 2-6606

Oreck Falkenhainer Trott McConnell Nelson Ingle Altman Johnstone Lovett Gelfond Lindersmith

WESTERN MEETING—*Participants getting together before and between business sessions of the Western States Advertising Agency Assn. conference in San Diego were Carl Falkenhainer, conference chairman; Henry Trott, H. N. Trott & Associates; George McConnell, Anderson McConnell; Ruth Oreck, WSAAA executive secretary; James C. Nelson, Hoefer, Dietrich & Brown; Dick Ingle, John B. Knight Co.; Bruce Altman, Kenyon & Eckhardt; Jack Johnstone, Guerin, Johnstone & Jeffries; Bob Lovett, Boylhart, Lovett & Dean; Gordon Gelfond, David Olen Advertising, and Harry Lindersmith, WSAAA legal counsel.*

Petersen Survey of Male Youth Begins

LOS ANGELES, May 3—Petersen Publishing Co. has launched a monthly survey service using young male readers of its three automotive magazines—*Hot Rod*, *Motor Trend* and *Motor Life* (AA, Jan. 11).

The survey will be similar to its 'Teen National Consumer Board, comprised of girls who subscribe to *'Teen*, another Petersen publication.

While average age of the male respondents is expected to be about 19.5 years—compared with 15.5 years for the girls—information from both groups can be combined to get a greater knowledge of the teen market, according to Dr. Shoi Balaban Dickinson, who conducts the research.

Initial mailing to some 3,000 males was made earlier last month. The survey asked general information on age, income, etc., in addition to more specific questions for three Petersen advertisers who are eligible to participate in the surveys. #

Youthcraft Boosts Kaufmann

Ted Kaufmann, advertising manager, has been promoted to director of advertising, sales promotion and publicity of Youthcraft Creations—Corde de Parie Corset Co., New York.

Ephraim Joins Bernhard

Peter Ephraim has joined Murray Bernhard Associates, New York, publishers' representative. Mr. Ephraim was formerly associate media director of Maxwell Sackheim & Co.

Dad's Nesbitt Bottling to Recht

Dad's Nesbitt Bottling Co., Los Angeles, has appointed Recht & Co., Beverly Hills, to handle its advertising.

Smith, Winters Adds Two

Smith, Winters, Mabuchi, New York, has been named agency for U. S. Communications, Hicksville, N.Y., maker of paging and public address systems, and Eutectic Welding Alloys Corp., Flushing, N.Y.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Local editing creates an editorial frame of believability in State and Local Farm Papers which carries over to add sales punch to your advertising.

Mosler Should Have Secured Okay of News Subject Used in Ad, Court Rules

Libel Suits Rejected, But Court Decides Ad Violated Privacy Right

NEW YORK, May 3—An advertiser who uses the name of an individual without written permission as part of a promotion piece—even when the use consists of reprinting a newspaper story containing the name—is violating the right of privacy, according to a split decision by the court of appeals, published earlier last month in the *New York Law Journal*.

This significant ruling by the highest court in the state stemmed from a $400,000 suit filed against Mosler Safe Co. last year by a motel-keeper, Joseph C. Flores, who was on the scene of a spectacular motel fire upstate. The decision delved into the history of the state's privacy laws. A dissenting opinion was an eloquent example of how a completely opposite conclusion can stem from the same set of facts.

The suit was filed in Saratoga County and asked $200,000 for libel and an additional $200,000 for invasion of privacy by the Mosler Safe circular, which urged businesses to protect themselves against losses, such as the one described in the news account, by buying a Mosler safe.

■ The courts dismissed the libel charge but sustained the second one. The case was removed from Saratoga County to New York County, where it has not yet been placed on the court calendar.

Alexander Pfeiffer, attorney for Mosler Safe, commented last month: "We consider there is nothing to this case at all." John J. O'Malley is attorney for the plaintiff.

The action was brought under the right of privacy created by Section 51 of the civil rights law, which says in part: "Any person whose name, portrait or picture is used . . . for advertising purposes or for the purposes of trade without written consent . . . may maintain an equitable action . . . against the corporation so using his name . . . to prevent and restrain the use thereof; and may also sue and recover damages for any injuries sustained by reason of such use if the defendant shall have knowingly used such person's name . . ."

■ The Mosler ad consists of a reprint of a three-column-wide news photograph and story as originally run in the *New York Times*, with Mosler ad copy below the reprint. The news report tells of Mr. Flores visiting a second man, the motel lessee, to return some consigned merchandise at the time the fire broke out.

The other man dropped his keys in the dark and both men started lighting matches to look for them. One of the matches ignited some nylon netting, and the fire spread rapidly through the four story building. In the *Times* account, Mr. Flores' name is mentioned three times, his address and occupation once each.

The appended advertising copy, 11 lines by three columns, urges readers to protect their business records from destruction by fire by using a Mosler safe.

■ In his lengthy decision, former chief justice, Albert Conway wrote:

"There can be no doubt but that the circular, taken in its entirety, was distributed as a solicitation for patronage. The question before us, then, is whether the manner in which plaintiff's name was used therein comes within the prohibition of the statute as a use for advertising purposes.

"Defendant predicates its appeal on the theory that the use of plaintiff's name was merely an incidental mentioning of his name in a news report; that it was completely unrelated to the advertiser's products, although in physical juxtaposition to the advertising matter, and that such a use of an individual's name does not constitute a violation of the statutory prohibition."

Judge Conway then reviewed the statutory history of the right of privacy in this state from "the first real attempt to establish these principles" in an 1890 case. In a four-to-three decision, recovery was denied here to a woman whose photograph had been used in flour advertisements, because "the court could not find any precedent for such a recovery," and "a judicial declaration authorizing such a recovery would open the floodgates to countless litigations, and that, since the existence of a right of privacy had not been asserted prior to 1890, it was within the sphere of the legislature rather than of the court to recognize and establish such a right.

■ "At the very next session of the legislature, and undoubtedly as a result of this decision, what are now Sections 50 and 51 of the civil rights law were enacted."

The ruling then goes on to discuss and discount, several cases which Mosler had offered in support of its defense, including several unusual situations which reveal the complexities of the state privacy laws.

In one, a well-known animal trainer, under contract to a professional football team, presented his act at half-time. In violation of the contract, the act was televised and shown in New York, immediately preceded by a one-minute commercial. There were no commercials during or immediately after the animal act.

"We rejected the plaintiff's contention that this constituted a violation of his statutory right of privacy, holding that it was a mere coincidence that the commercial, which was one of many presented at appropriate intervals, occurred immediately prior to the presentation of his act, and that he was not connected with the product by either visual or other reference.

■ "In addition we placed great stress upon the fact that the plaintiff was a public figure who voluntarily became involved in a special and public event in which the public clearly had a legitimate interest, and applied the well established exception that a public personage or an active participant in a public event cannot invoke the protection afforded by these sections when his name, picture or portrait is used in connection with a truthful recounting or portraying of an actual *current* event as is commonly done in a single issue of a regular newspaper.

■ "In the case at hand, however, we are presented not with a simultaneous reporting by a public media of communication . . . but rather with a deliberate later publication of a no longer current news item in an individual firm's advertising literature.

"As to the contention that there is no violation of the statute since defendant did not use plaintiff's name in the appended advertising copy, the fact remains that defendant freely and deliberately chose to adopt and reprint the entire [*Times* story and picture].

"Defendant gives us no reason for so doing, but rather says only

Frame your ads in believability with STATE and LOCAL FARM PAPERS

Spark powerful sales action with reader confidence, acceptance

When you put your ads in a frame of believability, you can reap fast sales action. Because your ad must be believed before a prospect will act, State and Local Farm Papers are your best media buy.

Local editing has created this editorial frame of believability for you. Over one hundred fifty editors make thousands of local calls and travel over a million miles a year to produce pictures and articles from the local point of view. Without doubt, this attention to local detail can be made to pay off for you. Readership on ads, for instance, has hit 89%. Editorial matter readership often goes even higher.

Surveys supply further proof. Time after time, they reveal that State and Local Farm Papers rank first in farmer loyalty, confidence, readership, acceptance, and trust. This is a measure of believability.

Keep your prospects reading and believing . . . give your ads every opportunity to spark fast, powerful sales action. Put them in a frame of believability . . . in State and Local Farm Papers.

For further information write State and Local Farm Papers, Room 1600, 28 East Jackson Boulevard, Chicago 4, Ill.

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Progress Typographically

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Mosler Decision . . .

that the use was an incidental one unrelated to the product. Plaintiff . . . contends that the defendant selected the material . . . and that it deliberately chose to include the entire [*Times*] coverage in its circular in order to put more realism in the circular and to attract attention thereto.

"Plaintiff also points out that the use of the pictures and captions alone without the news account which contained his name could have conveyed the idea which defendant was apparently trying to put across to its prospective customers, viz, that fires occur frequently, that they are often started by small acts of carelessness and that they could be disastrous to a business man. We can hardly hold, as a matter of law, that such contention is unsound.

■ "Defendant further argues that this use is not prohibited by the statute since the use of plaintiff's name would not in any way draw trade to its firm. Such a contention might be valid if the only prohibited use was one for 'purposes of trade'.

"However, the statute makes a use for 'advertising purposes' a separate and distinct violation. A use for advertising purposes has been defined as a use in, or as part of, an advertisement or solicitation for patronage.

"In view of the fact that defendant chose to reprint the entire original news coverage of the fire . . . for the sole purpose of soliciting purchasers for the defendant's products . . . we do not believe that it can be said that this complaint fails to set forth a use of plaintiff's name which is a violation of his statutory right of privacy as a matter of law."

■ Two justices filed a dissenting opinion, which served to amplify the varied interpretations that can be given to the same set of words. Judge John Van Voorhis wrote the dissent.

"The important question to be decided in this case is whether a news event can be utilized in conjunction with advertising—or in novels or short stories, on the stage or on the screen—if to do so involves mention of persons whose names have already been published as having participated in the event," he began.

All of the facts concerning the motel fire were in the public domain, the dissent continued, and "the newspaper violated no rights of privacy in publishing the article, nor were rights of privacy infringed by republishing the same facts at a later date." To support its opposite view, the dissenting opinion cited several of the same cases cited in support of the majority opinion.

■ The dissent said that Mosler Safe "was not limited in its advertising to warning against the general nature of fire. It was entitled to point up its appeals to the public by calling attention to particular fires in public memory in order to illustrate the danger resulting from fire."

Mosler, the judge wrote, could describe how a specific fire occurred "provided these facts were already in the public domain" and Mr. Flores "became a public character as a participant in this event, by the same token whereby an actor, musician or other personage becomes a public character in his special context."

Judge Van Voorhis continued: "This is not a situation where particular individuals are advertised as sponsoring the product or where their names or pictures are merely published in connection with an advertisement rather than as participants in some public event to which the advertisement relates."

■ Adopting the plaintiff's legal theory "would render any historical novel an impossibility if it concerned recent events," the opinion said, and went on to compare the Mosler situation to a sponsored news broadcast.

"If a prominent banker is held up and robbed, and the incident gets into the news, I perceive no infringement of any right of privacy for a detective agency or a burglar alarm company to advertise that if their services or equipment had been employed, the robbery would not have occurred.

"There is no essential distinction," Judge Van Voorhis declared, "between doing this and an ordinary newscast sponsored by some advertiser. People whose names are in the news have no right to object." #

'El Pais' Appoints Powers

El Pais, Colombian daily published in Cali, has appointed Joshua B. Powers Inc., New York, as its advertising representative in North America.

The Farmer-Stockman's penetrating coverage gets greatest Sales-Results in

Texhoma-Land*

*RURAL TEXAS AND OKLAHOMA

For example: Mr. George F. McKay, President of the Edge-Rite Corp. of Brownwood, Texas says:

"I know when our advertising gets results"

"Ours is a manufacturing business. ALL orders we get for Edge-Rite Power Sprayers must come as a result of our advertising."

"Although the Farmer-Stockman has always been a good producer for us, our returns have increased materially since its page size was enlarged. In fact, the Farmer-Stockman produces more business for us per dollar invested than any other general farm magazine we use."

"Our experience makes us believe that a magazine locally edited—like the Farmer-Stockman—is much more effective than a magazine containing broad editorial treatment . . . and circulating in a large area."

★ ★ ★

SALES-RESULTS LIKE THIS explain why more and more advertisers are using the Farmer-Stockman to SELL in this rich market! It gives them the most effective, lowest-cost coverage in Texhoma-Land!* For space reservations—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

The product manufactured and advertised by the Edge-Rite Corporation is a power sprayer unit that sells for $79.95. The Edge-Rite is recommended for more than 20 types of spraying jobs around the ranch or farm.

For years—
Edited IN Texas FOR Texans!

For years—
Edited IN Oklahoma
FOR Oklahomans!

* Rural Texas and Oklahoma

436,476 total paid subscribers

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

Grow with OKLAHOMA!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Oklahoma Report

Oklahoma City | No. 4 | May 1960

OKLAHOMA CITY FUTURE GROWTH ASSURED

Oklahoma City has okayed a $55 million trust agreement to build a pipeline to bring water to Oklahoma City from a new lake in southeastern Oklahoma completed last June and now filled to the brim with water. This will nearly double Oklahoma City's water supply, another step toward filling the City's future needs.

DAILY OKLAHOMAN WINS

THE DAILY OKLAHOMAN
Red Rocks Reports
Khrushchev Aiding
Paris Trip Delayed

Competing with 169 of the nation's biggest newspapers, The Daily Oklahoman placed third in the annual N. W. Ayer and Son contest in typography, makeup and printing. This was the Daily Oklahoman's fourth win in the contest since 1933.

16,400 NEW JOBS

Oklahoma gained 16,400 new jobs (non-farm employment) in 1959. New industrial jobs total 4,900 -- resulting from 56 new industries in the state, plus expansion of existing industry. New industrial jobs alone added $21 millions to Oklahoma's payrolls.

SPRINGTIME SALES BOOST

J. J. Boxberger

"Increased business . . . some as much as 20%" was reported by J. J. Boxberger, manager of the Oklahoma City Retailers Association, in a week-long Springtime Fashion Festival in Oklahoma City.

The Oklahoma City Retailers Association along with the Oklahoman and Times planned the event. Only newspaper promotion was used; a special section of the Sunday Oklahoman launching the activity. This is but another example of how the Oklahoman and Times aids its community in continual sales development at the retail sales level.

BIG WHEAT CROP EXPECTED

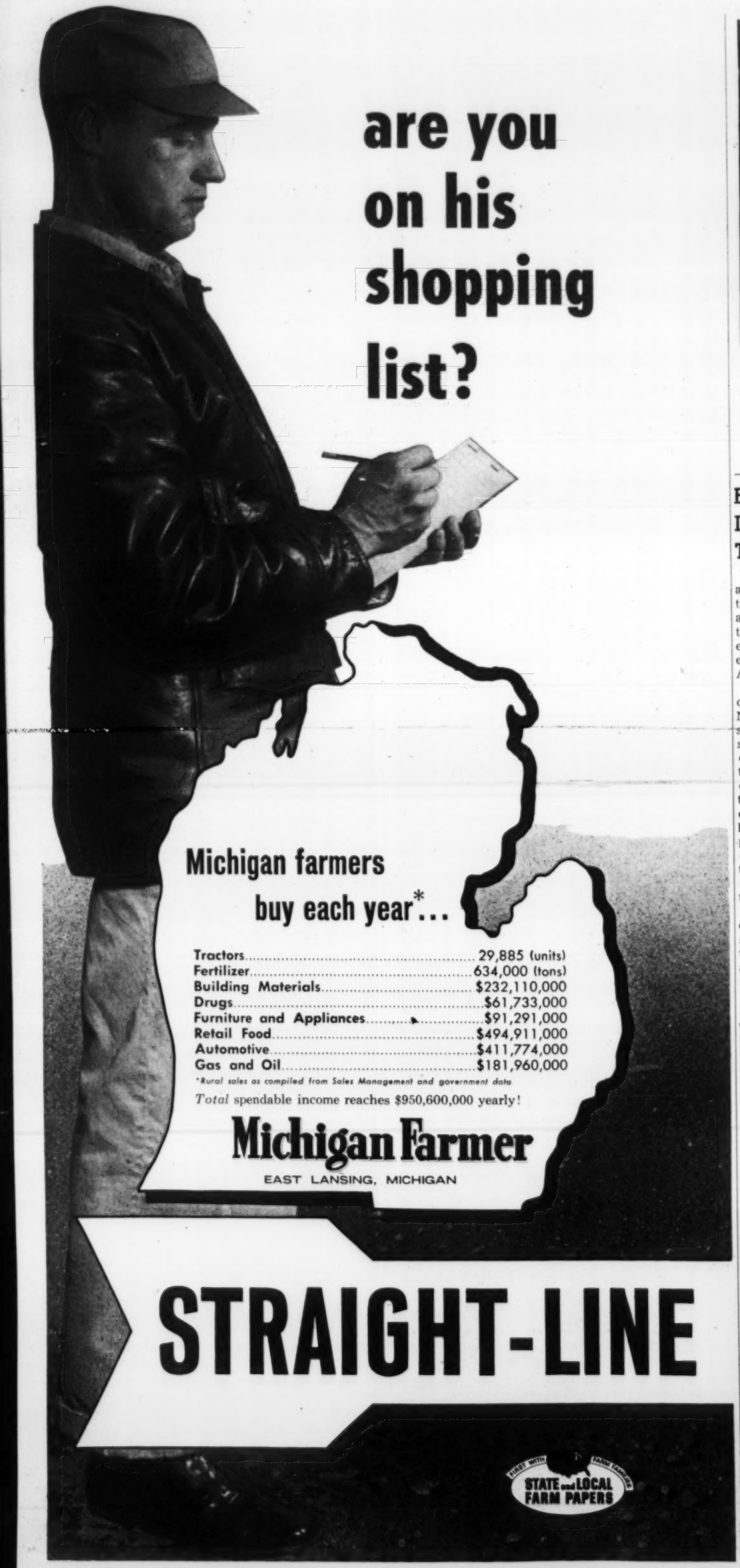
Fifth largest wheat crop in the state's history -- up 36% over the 10-year average -- is in prospect for Oklahoma this year. U.S. Department of Agriculture estimates the crop at 90,612,000 bushels.

SPECIAL DAILY-SUNDAY RATE

Use advertising in the Oklahoman Sunday magazine "Orbit," support it with weekday merchandising copy and get substantial savings on a special combination rate. Ask your Katz man for details.

CIRCULATION STILL CLIMBING

In spite of home delivery price increases, circulation of the Oklahoman and Times is still going up! Increases were recorded last year of 11,790 daily to total 270,736 and 5,085 Sunday to total 240,753 (ABC Publisher's Statement, Sept. 30, 1959.) By the end of March, 1960, daily circulation had gained another 5,892 to 276,628 while Sunday circulation had gained 7,842 to total 248,595.



Tosi Kaye Clifford

THREE MEN ON A HORSE—*Byron G. Tosi, president of Browne Vintners Co., U.S. distributor of White Horse Scotch, and Donald K. Clifford, chairman of Doherty, Clifford, Steers & Shenfield, the White Horse agency in the U.S., greet Nicholas Kaye, president of Hobson & Co., London. Mr. Kaye's agency handles—you guessed it—White Horse in Britain.*

Believe in Industrial Distributors, Help Them, AMA Unit Told

PHILADELPHIA, May 3—More than a third of 60 clients at one industrial advertising agency are selling at least some of their output through industrial distributors, the eastern regional industrial conference of the American Marketing Assn. was told last week.

John De Wolfe, vp and director of research, G. M. Basford Co., New York, said manufacturers, to sell more, should take these five steps:

- Believe in industrial distribution; don't use it as a stopgap.
- Establish a policy regarding distribution by putting it in writing.
- Back up distributors with sales helps, technical information and promotion services.
- Find out how to motivate distributors.
- Evaluate and replace weak distributors with strong ones.

"Industrial distributors handle other manufacturers' products besides your own," he said. "And they are independent, proud of it, and don't behave like your sales force does."

■ Morris Cohen, senior economist of the National Industrial Conference Board, New York, said the key economic indicator for industrial marketers is the Federal Reserve Index of industrial production. Others are "economic indicators," available from the government printing office, the Commerce Department's gross national product figures and the Commerce Department Securities & Exchange Commission figures on business expenditures for plants and equipment.

"Many people overlook one thing in gross national product figures," he said. He suggested a more meaningful figure can be secured by subtracting the figure on inventory change from the combination of figures on consumer, business and government spending. This would show what has been taken off the market. #

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

Court Rules Newsdealers May Boost Newspaper Rates

Judge John Clark FitzGerald, of the Fairfield County superior court, has dissolved a temporary injunction that prohibited newsstand dealers from selling the *Bridgeport Sunday Herald*, Bridgeport, Conn., for 25¢. In denying a request for a permanent injunction, the court ruled that the *Sunday Herald* did not have the right to prohibit newsstand dealers from selling its newspapers at a price higher than the stated 20¢. "It is the right of the retail dealers," he said, "to combine and to refuse to handle the *Herald* except upon their terms, as it is the privilege of the publisher and distributor to refuse to sell them except at their price."

Sheridan Named FCC Expediter

James D. Sheridan has been appointed by Federal Communications Commission Chairman Frederick W. Ford as a special assistant to expedite handling of the commission's business. With the FCC since 1941, Mr. Sheridan most recently has been acting chief of the broadcast bureau's economics division. In his new post, he will be expected to see that staff work on pending cases proceeds on an orderly schedule, under a priority to be determined by the commission.

Grosberg, Nassau Affiliate

Grosberg, Pollock & Gwartzman Ltd., Toronto, and Nassau Advertising Agency, Nassau, have completed an agreement whereby Nassau will represent GP&G in Florida, the Bahamas and Caribbean and, in turn, GP&G clients with investments in Central and South America will be serviced by Nassau. Tourist advertising directed at the Canadian market will be handled through the combined facilities of Grosberg, Pollock and Nassau.

Standard Set for Theater Ads

The *Portland Oregonian* has notified theater owners that it will decline to accept movie advertising which tends to incite behavior contrary to established codes of morality and good taste.

Conde Nast and McCall Report 1st Quarter Gains

NEW YORK, May 3—Conde Nast Publications and McCall Corp. last week reported gains in sales and profits for the first quarter of 1959.

Net sales of Conde Nast in the period ended March 31 totaled $14,095,053, up 59% over sales of $8,889,408 in the 1st quarter of 1959. Net profits for the period amounted to $843,090, a 168% gain over net profits of $314,463 rung up in the 1st quarter of 1959.

I. S. V. Patcevitch, president and board chairman of Conde Nast, attributed gains to a "substantial increase" in ad pages in the company's magazines and to benefits derived from Conde Nast acquisition last year of Street & Smith.

■ Net sales of McCall Corp. in the first three months of 1960 totaled $22,379,051, a 20% increase over $18,618,712 chalked up by the company in the like period in 1959.

Net profits for the period amounted to $608,574, as against $595,673 in net profits registered in the 1st quarter last year.

'SIMPLICITY PATTERN' SETS COUPON DRIVE

NEW YORK, May 3—The subscription campaign run in February for *Simplicity Pattern Magazine* proved to be so successful that the campaign is being repeated in May issues of nine magazines.

Early this year, Simplicity Pattern Co. shifted its advertising emphasis from its patterns to its pattern magazine in order to introduce the new digest-size format of the publication. The campaign ran in ten magazines and all the insertions carried subscription coupons. The result: Approximately 70,000 new subscriptions and a sell-out of the spring issue of the magazine which had a 750,000 press order.

Deciding that "print media are a very good sales medium for other print media," the company is running a second subscription coupon ad in May issues of *Everywoman's Family Circle, Farm Journal, Good Housekeeping, Parents', Photoplay, True Story, Woman's Day* and two Canadian publications, *Chatelaine* and *La Revue Populaire*.

■ The ad, a color page, pictures a woman clad only in a sandwich board. The headline reads: "Don't spend a cent on summer till you see the biggest, brightest fashion show ever put between covers."

Fletcher Richards, Calkins & Holden is the agency. #

REPEAT CAMPAIGN—*Simplicity Pattern Co. will promote its pattern magazine with this color page in May issues of nine magazines, following the success of a similar ad in February.*

Putman Names Mulheren

Putman Publishing Co., Chicago, has appointed John A. Mulheren eastern advertising director of *Food Business* and *Food Processing*. Mr. Mulheren, who will headquarter in Putman's New York office, was formerly eastern sales manager of *Food Processing*.

Six Join AFA

Colgate-Palmolive Co., Daniel J. Edelman & Associates, Ettinger Advertising, the *Bulletin*, Martinsville, Va., *Courier*, Waterloo, Ia., and *Herald*, Columbia, Tenn., have been elected to membership in the Advertising Federation of America.

Opens Philadelphia Office

Reinhold Publishing Corp.'s *Materials in Design Engineering* has opened an advertising sales office at 12 S. 12th St., Philadelphia. Robert A. Sommer, formerly a district manager in New York, will be district manager in charge.

Skillman Joins Wrisley

Paul Skillman Jr. has joined Allen B. Wrisley Co., Chicago, manufacturer of soaps and toiletries, as general sales manager. Mr. Skillman was formerly merchandising manager of Toni Co.

Wisconsin Wire to Wemple

Wisconsin Wire Works, Appleton, producer of wire and specialty screenings, has appointed Jack C. Wemple Advertising, Green Bay, to handle its advertising.

PERSONAL SERVICE

Knowledge of the media fields he serves is a prime requisite for the Farley Company representative. The broad experience he has gained through contact in specialized business markets and his sincere desire to make this experience available to you is his distinguishing mark of service.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

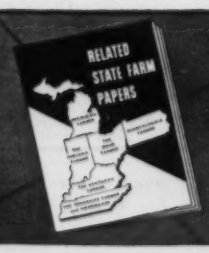
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Michigan people and Michigan agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

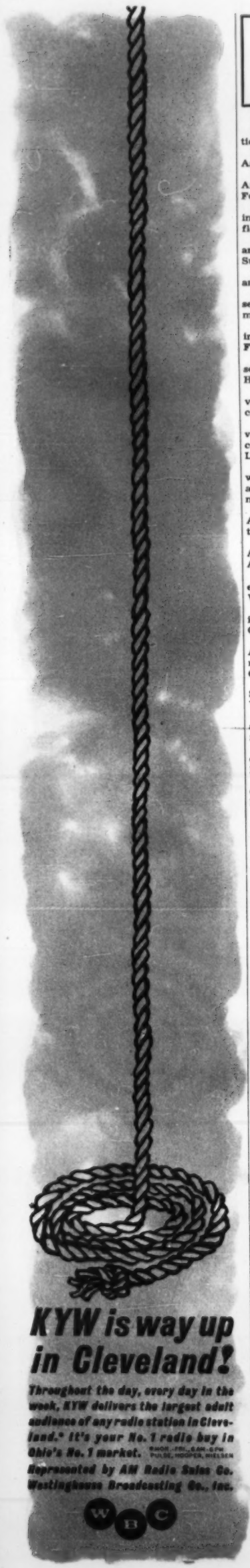
Michigan Farmer

EAST LANSING, MICHIGAN

STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING




KYW is way up in Cleveland!
Throughout the day, every day in the week, KYW delivers the largest adult audience of any radio station in Cleveland.* It's your No. 1 radio buy in Ohio's No. 1 market.
SHOR, TPI, C&M, SYM PULSE, HOOPER, NIELSEN
Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.
WBC

Coming Conventions

*Indicates first listing in this column.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

*May 15-18. The Proprietary Assn., 79th annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 18. Industrial Advertising Research Institute, research forum, Commodore Hotel, New York.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

*June 12-14. New England Newspaper Advertising Executives Assn., summer meeting, Griswold Hotel & Country Club, Groton, Conn.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

*Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

*Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4. Assn. of National Advertisers, workshop on advertising management, Ambassador Hotel, Chicago.

*Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Judge Won't Dismiss Complaint by 'Challenge' Contestant

Justice William C. Hecht has refused to dismiss the complaint of Doll Frank Goostree, a "$64,000 Challenge" contestant, against P. Lorillard Co., Lennen & Newell, Young & Rubicam, Revlon, C. J. LaRoche & Co., Columbia Broadcasting System and Louis G. Cowan Inc. The decision came in New York supreme court on a motion by P. Lorillard and other defendants, for a dismissal of the $264,000 damage suit.

The plaintiff sought to recover (a) damages "for wrong allegedly perpetrated on her by reason of having been induced to participate in a 'rigged' quiz show" and (b) compensation by way of a prize to which she would have been entitled "had it not been for aid wrongfully given to her opponent," as the judge summarized the charges in his decision. He held that the first cause of action could stand as filed, but directed the plaintiff to file an amended complaint on the second cause. He indicated that the plaintiff failed to set forth the terms of the contract which she says was breached.

Walker Names Speer

Walker Mfg. Co. of Wisconsin, Racine, has named E. L. Speer Advertising Agency, Racine, to handle sales promotion and collateral advertising materials. Aitkin-Kynett Co., Philadelphia, continues to handle other advertising for Walker, which manufactures automotive exhaust systems and other products.

ONE and only ONE

newspaper covers Metropolitan Fort Worth and gives you bonus coverage in the **100-county** Fort Worth Trading Area — where **23.3%*** of all Texans live. That one newspaper is the FORT WORTH STAR-TELEGRAM. In this **3-billion dollar*** market The FORT WORTH STAR-TELEGRAM sells more papers and produces more sales than any other advertising medium. That's why The STAR-TELEGRAM carried **more linage in 1959*** than any newspaper in the 100-county Fort Worth Market.

*Sources: Sales Management, ABC Mar. 31, 1959, Media Records, 1959.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

What makes a newspaper great?

Africa today is a fascinating combination of Ju-Ju witchcraft and General Motors, reports Robert Hewett, Minneapolis Star and Tribune on-the-spot correspondent.

A shiny American automobile chattering down a bumpy trail at 60 mph, with a carefree Nigerian at the wheel who trusts in two kinds of magic—the white-devil power of the modern machine *and* the fetish bag swinging from the mirror: these symbolize Africa's headlong race to independence, rushing in 50 years through the social, cultural and economic changes Europe took 500 years to make.

And for all his freeway aplomb and technique, the Nigerian driver still places his greater faith in the dirty leather pouch containing a dried monkey brain, some ground-up gazelle bones, a withered scrap of crocodile skin and two rusty bolts from a World War II transport plane.

Bob and Mary Hewett

Hewett and his photographer-wife, Mary, set out last fall on a jolting 19,500-mile tour through Black Africa, from the Cape to Sudan, from Gambia to Somaliland. The jolts were evident, too, throughout Hewett's dispatches from the seething Dark Continent, where primitive minds are fighting their way to the light of modern freedom.

As news from Africa mounts in violence, and exotic place-names, tribes and leaders make strange headlines, newspaper readers in America's Upper Midwest have been prepared by Bob Hewett for a better, wider understanding of the people and the problems, the paradoxes and contradictions, of the African scene.

His 25-article series, "Today's Africa," has been acclaimed by United Nations officials, teachers and journalism students as an excellent job of background reporting and a shrewd analysis of political issues and pressures—in a land swept by the winds of change—made excitingly readable by broad insight into the African mind (both black and white) and atmospheric touches of high adventure.

The Minneapolis Star and Tribune have access to virtually every important news-gathering service, but believe that only through meaningful *extra* coverage of key areas and events *by their own staff members* can good newspapers fulfill their obligation of keeping readers informed on daily developments and significant trends.

Such extra effort to add understanding, depth and focus to world news continues to maintain, for the Minneapolis Star and Tribune, the confidence and loyalty of the largest newspaper audience in the 3⅛-state Upper Midwest.

Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY

650,000 SUNDAY · 515,000 DAILY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

MISSILE ROCKET BALL POINT PEN
Make Your Sales Message a Perfect "Shoot"
A Perfect Miniature Rocket
YOUR MESSAGE HERE
New, different, exclusive, low cost. Write for quantity prices today.
R-W CORPORATION
22849 Ventura Boulevard
Woodland Hills, California

Marplan Opens S.F. Office; Names Bigelow Manager

Marplan, marketing research and counseling company has opened regional offices in San Francisco, at 114 Sansome St., to serve Northern California clients. The organization, an affiliate of McCann-Erickson, formerly was known as Market Planning Corp.

Charles L. Bigelow, formerly research director of the San Francisco office of McCann-Erickson, has been named regional manager of Marplan, directing Marplan activities throughout the Southwest.

Ruppert Names Andrews

Richard C. Andrews, formerly head of the merchandising department for the Connecticut branches of Jacob Ruppert, New York, has been named assistant merchandising manager of the company. He succeeds Raymond Pitts, who has been named assistant sales manager of the wholesale division.

Afta Names Ritter, Sanford

Afta Solvents, New York, has named Ritter, Sanford, Price & Chalek, New York, to handle advertising and public relations for its spot remover, rug and upholstery shampoo and steam iron cleaner. Afta has handled its own advertising for several years.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1003 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

NOW A BUILDING—*Carling Brewing Co. is running a series of episodic full-page ads in Baltimore newspapers featuring fictitious reporter Case O'Carling to report progress on its $16,000,000 plant being built just outside Baltimore. Aitkin-Kynett Co., Philadelphia, is the agency.*

If you want honest answers to straight questions...

ask agency MEDIA men

In Roanoke, Virginia, our papers have a story to tell which is most unusual. We live on an island surrounded by land! The barriers, though, are purely physical; we're rich financially, industrially, culturally, mentally and psychologically.

The hundreds of thousands of progressive-thinking people in our market are insular only geographically. Well-informed and independent-in-thought, these people present one of the greatest NATURAL test markets in the country. Also the Metropolitan market concept does not give the true picture of the Roanoke market. And we want the country to know it.

Because of this situation, we began to wonder if our advertising in trade publications was getting across our potent selling-points. We had complete confidence in our advertising agency, and they in us, so together we came up with the idea of asking agency MEDIA directors if our advertisements were good, fair or what.

The courtesy, interest and honesty shown in their answers was overwhelming. Many O.K.'d our trade publication ads, but we like those that jolted egos, too.

Thank you, MEDIA men and women, for your important help to us in our study.

Shields Johnson

Shields Johnson, Vice-President and General Manager

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS—Roanoke, Virginia

Graustein Asks ARF to Study Gauge of Ad Effectiveness

NEW YORK, May 3—A. R. Graustein, market research director of Lever Bros., has called on the Advertising Research Foundation to conduct a basic study of advertising effectiveness.

In a talk delivered recently to the New York chapter of the American Marketing Assn., Mr. Graustein said the time is now ripe for a group such as ARF to tackle "the job of creating at last some order out of the present chaos."

The Lever executive pointed out that this study would be of "enormous" value if it could come up with validations of the various "predictors" now used for pretesting ads and for evaluating advertising campaigns.

These "predictors," he explained, are used to question consumers, on the premise that the answers will indicate the effectiveness of an ad. They cover such areas as "intent to buy the brand advertised"; "consumer mention of the brand advertised as one which first comes to her mind"; "recall of one or more copy points"; "liking for the ad or campaign."

■ At present, Mr. Graustein noted ruefully, "there seems to be no agreement as to which, if any, of these 'predictors' is the best. Certainly we all recognize the vital need for valid predictors of advertising effectiveness, and most of us believe that such predictors can be found and identified."

Mr. Graustein urged the AMA members to "make it your individual responsibility" to write to the ARF in support of such a study.

Mr. Graustein proposed this project after a far-reaching look at the entire market research field. He conceded that the field has grown tremendously, but he questioned whether any advances have been made in basic knowledge. He expressed his doubts as follows:

"Gentlemen, what of actionable importance do we know today about the basics of marketing branded consumer goods that we didn't know substantially, if not in full detail, 25 years ago?

■ "Of course, a great, great many people have this knowledge now than 30 years ago. Today we apply generally what only a few had discovered then, and this is no mean accomplishment. Also, we apply it more intelligently, and make it contribute more to our over-all marketing success.

"But as far as basic knowledge with respect to the marketing of branded consumer goods is concerned—knowledge that could have an important influence on the efficiency of the marketing process—what we have really learned in 30 years? What do we really know today about why people buy or don't buy that we didn't know—or at least pretty strongly suspect—30 years ago?" #

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

Naegele Outdoor Names Four

Naegele Outdoor Advertising Co. of California, Oakland, has appointed G. H. (Herb) Macey sales manager and Jack M. Allen sales promotion and merchandising manager. At the same time, Dan Miladinovich was appointed manager of the real estate division and Don H. Farias was named account executive. Mr. Macey has been with Naegele and its predecessor, California Outdoor, for the past 20 years and Mr. Miladinovich has been with the company 14 years.

Sealy Launches Campaign

Sealy Inc., Chicago, launched its promotion for its Posturepedic mattresses with a page ad in the April 25 issue of *Life*. The ad was the first of a series of testimonial ads which will appear in *Life* and later in *Ladies' Home Journal* and *Good Housekeeping*. A page ad in the May issue of the *Journal of the American Medical Assn.* will kick-off a series of ads scheduled for medical journal publications in 1960.

Miller Adds 'Citizen-Call'

The New York *Citizen-Call*, Negro newspaper, has appointed Miller Advertising Agency, New York, to handle its advertising.

WHEN YOU'RE TALKING **TRAVEL**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. These are the people who are going places—and they go there by air, by rail and by ship. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

'Modern Miss' Expands

Simplicity Pattern Co. will switch frequency of its teen fashion magazine, *Modern Miss*, from quarterly to seven times annually. The magazine will be expanded to cover alternately the teen fashion and nutrition fields. The switchover has been "tentatively" set for fall, 1960.

Claar Named Western A.M.

James W. Claar, formerly a regional advertising manager of *Missiles & Rockets*, has been named western advertising manager, in Los Angeles, of that publication and *Armed Forces Management*.

"Instantaneous Appeal"

Make the "approach" of your advertising inviting — exciting; impelling — selling. Chicago Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO—DETROIT—WEST COAST: Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5—2336

Fashion Fiesta with Estévez in Mexico

SOUTH OF THE BORDER—*The Mexican government and designer Luis Estevez are joining in a nine-page Fashion Fiesta in the May Harper's Bazaar. The ad was placed direct.*

Stursberg Joins Warner-Lambert

Carl Stursberg, formerly assistant to the president of Street & Finney, has joined the Warner-Lambert products division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., as exec vp, a new position.

Information for Advertisers

"A Survey of Alcoholic Beverage Buying by Detroit Working Women" has been published by the **Detroit Free Press.** Included in the survey are statistics on who does the buying, who makes the brand decisions and a breakdown on brand choices. Copies of the report may be obtained from the promotion department, *Detroit Free Press*, 321 W. Lafayette Blvd., Detroit 31.

• "Electronic Equipment Survey," showing to what extent plant maintenance and operating personnel in 23 basic industries are responsible for the maintenance of electronic equipment and for the replacement of various components, has been published by **Industrial Maintenance & Plant Operation.** Copies of the survey may be obtained by writing on company letterhead to *Industrial Maintenance & Plant Operation*, Ames Publishing Co., Cuthbert at 36th St., Philadelphia 1.

• The 27th annual survey of food distribution has been published by the **Progressive Grocer.** Included in the survey are highlights of food retailing in 1959, summary of 1959 sales and margins, growth in number of supermarkets and growth of various departments in supermarkets. Priced at 50¢ per copy, "Facts in Grocery Distribution" is available from the *Progressive Grocer*, 161 Spring St., New York 13.

• Reprints of a report, "What's Happening in Fasteners as It Affects Distributors" has been published by **Industrial Distributor News.** The report contains a complete rundown of the latest developments in the fastener industry, including present and future markets, sales curves, new products, distribution channels, marketing tactics and effect of imports. Reprints are available from *Industrial Distributor News*, Ames Publishing Co., Cuthbert at 36th St., Philadelphia 1.

• "The Bridal Market," a survey covering marriage statistics, the hope chest market, bridal purchases and gifts, and the honeymoon market, has been published by **Batten, Barton, Durstine & Osborn.** Priced at $3 per copy, the report may be obtained from Louis Kruh, Marketing Department, Batten, Barton, Durstine & Osborn, 383 Madison Ave., New York 17.

• The five basic sales appeals important to success in persuasion by mail campaigns are analyzed in a report, "Secret of Success in Persuasion by Mail," published by **Walter Drey Inc.** Priced at 25¢ per copy, the report is available from Walter Drey Inc., 267 Fourth Ave., New York 10.

• A market and tv station guide, "A Better Place to Reap Profits," covering the Topeka area, has been published for **WIBW-TV** by Avery-Knodel. Additional information may be obtained from Ed Lawson, Avery-Knodel, 720 Fifth Ave., New York 19.

• **National Theatre & Concert Magazines** has published market data guides for its programs for opera, theater, music, and ballet. They are available from Sigmund Gottlober, *National Theatre & Concert Magazines*, 258 Fifth Ave., New York 1.

• Results of a survey conducted among bankers, as among non-operating farm owners, giving data regarding the role these people perform in farming decisions are available from Carroll Loos, farm advertising manager, **Des Moines Register & Tribune**, Des Moines, Ia.

• "Packaging Trends in the Candy Industry," a survey covering packaging uses, habits, and needs of the candy industry—from materials to equipment, including expenditures on an annual basis, is available from **Candy Industry & Confectioners Journal**, 660 Madison Ave., New York 21. #

Johnson Named A.M. of Merged Wells Fargo Trust Bank

Lester Johnson, ad manager of American Trust Co., San Francisco, has been named to the same position for Wells Fargo Bank American Trust Co., a merger of the two California banking institutions. Thomas Townsend, former ad manager of Wells Fargo, and his staff, have been absorbed into the American Trust Co. operations and the account of the merged bank will be handled by McCann-Erickson. McCann was the American Trust Co. agency prior to the consolidation. The Wells Fargo account was handled by Honig-Cooper & Harrington.

The new bank resulting from the merger will be known as Wells Fargo Bank American Trust Co., and page ads are being utilized in Northern California dailies to announce details of the merger. The two banks have 115 branches in Northern California.

Pope & Talbot to Montgomery

Pope & Talbot has appointed Richard G. Montgomery & Associates, Portland, Ore., to handle its advertising. Preliminary advertising plans call for a campaign in building trade and business publications, direct mail, participation at national trade shows and instructional material for the building industry. Pope & Talbot is one of the Northwest's pioneer lumber operations. The company has lumber plants at Oakridge and St. Helen, Ore. and Port Gamble, Wash.

Britannica Names 4 VPs

Encyclopaedia Britannica, Chicago, has named four vps and given them new titles: William H. Houghton, from director of marketing to vp in charge of marketing; E. B. Miller, from division manager to head of the western zone, with headquarters in Los Angeles; Robert H. King, national sales manager, to head of the central zone, Chicago, and A. L. Sikking Jr., former division manager in Atlanta, to head of the eastern zone, New York.

HERE ARE SOME OF THE LEADING COLOR ADVERTISERS APPEARING IN SOME OF THE LEADING MAGAZINES VIA

HANSONTYPES

Solid-Copper Duplicates of Process Originals For Publication Molding

TIME THE WEEKLY NEWSMAGAZINE

ELJER · BORDEN'S ICE CREAM · AMOCO · Western Electric · VEPCO VIRGINIA ELECTRIC and POWER COMPANY · Peds · JELL-O · INSTANT POSTUM NO CAFFEIN · FACING TILE INSTITUTE · COLT · CERTO · Borden's CREAM CHEESE · Western Pine Association · WPA · Robertshaw CONTROLS · Lanolin Plus · Johnson & Johnson · MINUTE RICE · dream whip · Italian Line · Armour · MELPAR INC A SUBSIDIARY OF WESTINGHOUSE AIR BRAKE COMPANY

Hansontypes give you all of the inherent quality of your process originals for approximately *one-third* the average cost of engraver-made duplicates . . . and in only two working days! Phone or write for more information.

HANSON ELECTROTYPE COMPANY
9th & Sansom Sts., Philadelphia 7 WAlnut 2-5567

The PROGRESS • HANSON • PROGRESSIVE Group
One of America's Most Complete Graphic Arts Organizations

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447
HANSON Electrotype Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-5567
PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711

Sales Offices: NEW YORK MU 2-1723 • NEWARK WX 6898 • WILMINGTON OL 5-6047 • LANCASTER EX 4-1675 • BALTIMORE SA 7-5302 • WASHINGTON EX 3-7444 • RICHMOND MI 4-2771

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

The Stolba family of Tulsa County, Oklahoma, as featured in Farm Journal

Plenty! FARM JOURNAL farm families, like the Stolbas, eat 37,000,000 *more* home-served meals a week than an equal number of urban families.

These extra meals—every day, every month, every year—create an extraordinary interest in home-cooking. Here is a *measurable* example of that extraordinary interest.

A national advertiser—using a black and white page advertisement in FARM JOURNAL—offered a collection of cookie recipes that had been gathered from FARM JOURNAL subscribers.

Many advertisers will know that a magazine, with 3,000,000 subscribers, could be expected to pull approximately 18,000 responses over a 6-month period.

Actually, FARM JOURNAL did produce more than 50,000 responses in the first 40 days, and will produce a total in excess of 75,000.

In other words, FARM JOURNAL is performing as though it were a magazine with 10,000,000 subscribers, yet its space rates are based on 3,000,000!

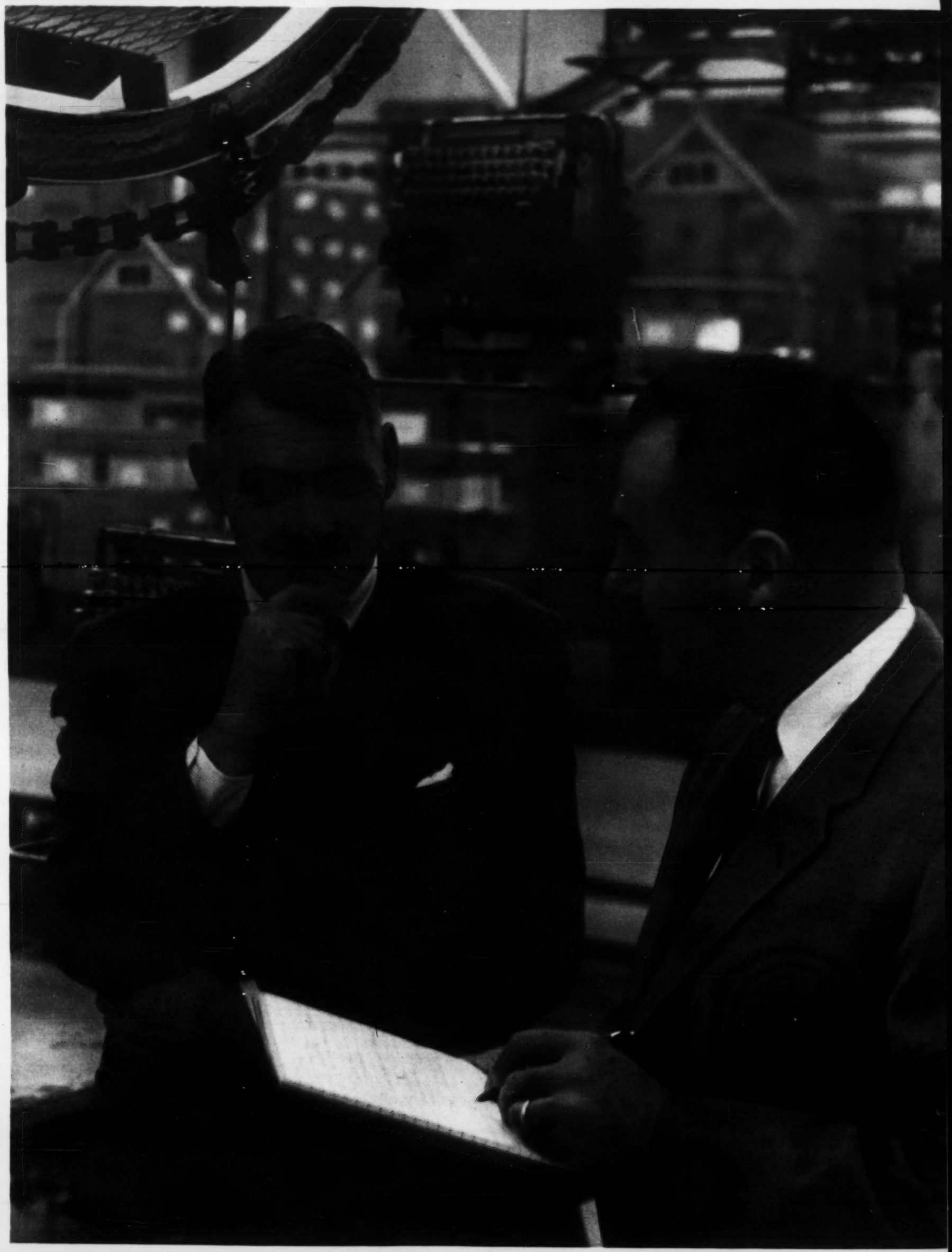
This example points up a most significant fact: FARM JOURNAL not only possesses all the proven power of a specialty magazine, but it delivers, at low cost, the kind of mass results associated *only* with mass media.

Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL, *the biggest in the country.*

The magazine farm families everywhere depend on . . .

FARM JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President



How Do You Pick 498 Losers?

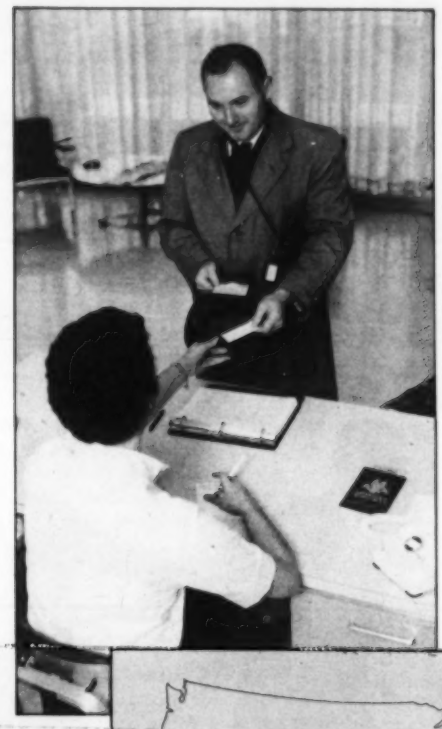
For FACTORY Editor Oz Stewart, hunting for the top ten new manufacturing plants of the year is no picnic. For, when FACTORY's editors picked 1960 winners, there had to be 498 losers. But now the job is done and this year, as for the past 25, men who manage plant operations are reading about the winners in the May issue of FACTORY.

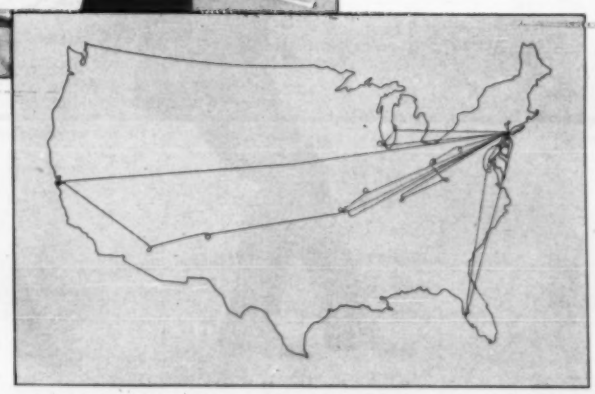
To get a line on new plants, Oz travelled some 15,000 miles in a two-month period. At each stop, he compared and judged features like design and layout, building materials, grounds, services, materials handling and electrical facilities, and many others.

Then came the job of condensing his findings into one easy-reading spec sheet for each plant . . . plus taking hundreds of photos, verifying thousands of details. When he had all the facts, he and ten of his fellow editors sat down to make their final judgments.

A registered Professional Engineer, Oz Stewart rates as a recognized authority on manufacturing facilities. (Right now, he's on part-time loan to the U.S. Department of Commerce, helping write a book on new-plant construction for the Division of Plant Location.)

The job he does demonstrates the thorough workmanship that is the hallmark of all McGraw-Hill editors. Willingness to take a few extra steps . . . and the background to know how to take them . . . has brought us over 1,400,000 paid subscriptions. To an advertiser, this is an audience that literally pays to read your message—when it's in a McGraw-Hill publication.





Plant visits logged some 15,000 miles of air, rail and auto travel, plus many more of straight legwork in the plants inspected. Oz walked each one from dawn to dusk, even climbed to the top of water towers.

McGraw-Hill PUBLICATIONS

Kenneth C. Begg (left), General Manager of the new Springfield, Missouri, typewriter plant of Royal McBee Corporation, goes over details with Oz Stewart. The specially designed overhead conveyor system used to move Royal portable typewriters through various stations on the assembly line was of particular interest here.

SALES STRENGTH? ADD THE "PULL" OF WESTERN UNION TELEGRAM-PLUS SERVICE!

Your product sample, booklet . . . whatever you want to promote . . . is delivered to everyone on your list together with an interest-compelling telegram. That's the double impact of Western Union Telegram-Plus Service. All you have to do is supply the message, list and material.

Wire us collect for complete details. Address: Western Union, Special Service Division, Department 3-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Feature Section

Advertising Age

TV Programming Debate Continues

Tyler Lands on the Auto Ads

Woolf Gives His 12 Reasons Why

Groesbeck Shows Six-Year Figures

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Welfare Marketing' Is Industry's Next Frontier, Says Burger; It's His Way to Solve Social Problems

By Henry G. Burger

"As social systems achieve adjustment to their settings, the social value of individual thought and initiative decreases," explained anthropologist Ralph Linton in "The Study of Man." No trouble looming back at the ranch, such a people—or we ourselves—congratulate ourselves. Then we crave admiration. We become, as Vance Packard put it, "The Status Seekers."

But "A Study of History" showed Arnold J. Toynbee that failure of creative power in the creative minority (thinkers, governors and business barons, perhaps even product designers) signals the end of a civilization. To escape extinction as the world's 26th crumbled culture, what frontiers shall we create?

John K. Galbraith noted in "The Affluent Society": "To create the demand for new automobiles, we must contrive ... functionless change each year and then subject the consumer to ruthless psychological pressure ... In the meantime there are already large ready-made needs for schools, hospitals, slum clearance, sanitation, parks, playgrounds ..."

Dr. Paul B. Sears chimed in: "Why ... must ... industrial enterprise ... concentrate ... on toys for adults? Why not use what we have to ... slow down the tragic waste of human ability? Why worry so much about the other side of the moon when our cities ... are erupting into an unplanned chaos [and throughout the world] millions are hungry ... through failure to apply the knowledge we now have?" The result, according to Arthur Schlesinger Jr., is private wealth and public poverty.

■ Let us, then, list some of the preponderant currents of our age:

Trend 1: More Choice. As our civilization grows more complex, the types of choice available increase far beyond our ability to understand. "Decision, decision, decision!" The problem, then, is: How can we simplify choice and yet assure that we are tackling the most important possibilities?

Trend 2: More Search. Closely related is the trend toward such variety that we don't know where it all lies—a parking space or a chemical formula. Problem: How to find a desired item.

Trend 3: More Fragmentation. Everyone today is becoming a specialist. And he's starting at an ever-earlier age. For example, 1843 saw algebra unavailable before college years, according to C. Stanley Ogilvy. Today this branch of mathematics is offered in high schools.

As a result of this hothouse draft, people fork into schismatic paths that spread farther from their peers.

In medicine, for instance, when barium is used to trace a patient's body fluid, the work is within the territory of the pathologist. But substitute radioactive cobalt, and jurisdiction switches to the different kingdom of the radiologist.

Problem: How can the fast-splintering arts and sciences communicate so that old and new discoveries, values, and people are integrated into one harmonious society?

Trend 4: Professional Bottlenecks. Industrial workers win more leisure as a society becomes more industrialized. But, noted sociologist David Riesman, the remaining problems increase, and the case load upon professionals increases.

A brave new world of exciting new products and ways of living is conjured up for the future by Henry Burger, consultant in "marketing tactics." He does the conjuring as he outlines seven social trends, or problems, and their solutions by means of "welfare marketing," a process that appears to be part scientific method and part automation. Whether "welfare marketing" comes in part or whole, or not all, it's intriguing. Mr. Burger told about it in a speech, reproduced here in part, at a meeting of the U. S. Brewers' Academy in New York.

Example: The number of manufacturers has grown only 3% since 1951, but the number of *service* trades firms (such as television repairers) has mushroomed six times as much, according to U. S. Department of Commerce.

As an instance, consider civil law. Justice depends not only on impartial administration, but on speedy administration, too. Yet so medieval is the bar's handicraft that, in New York County, an average case did not even come to trial for 32 months after filing, according to William Seagle.

Not only do the professional closed-shops become bottlenecks, but their increasing requirements zoom costs. In the past five years, for instance, family expenditures for health have jumped 42%, according to Health Information Foundation.

But urban decisions grow more interdependent. So the professions continuing in the 18th century tradition of the harpsichord, are causing a pituitary blockage in our economic body. Problem: How to force the professions to act more quickly and cheaply.

Trend 5: Public Participation. A democracy passes new ideas from dilettantes down to the least experienced classes. It proletarianizes products.

Deer hunting, for instance, was once the sport of railroad magnates. Today swarms of city slickers have become trigger-happy weekend dabblers. Indeed, one Pennsylvania dairy farmer had to protect his herd by painting across the sides of each: "C-O-W."

"A little learning is a dangerous thing." So as more common people step up to buy packaged power, the problem is how to initiate them through continuous basic training.

Trend 6: Pressure to Adopt Standardized Items. As machinery becomes more efficient, the cost gap widens between a mass-produced item and the item handicrafted.

For instance, fluorescent light tubes are cheaply spewn, but live maintenance workers are expensive. So factory practice now recommends that when a single light burns out, the maintenance man should junk it and replace *all* the lights within reach, both good and bad. Thereby he won't have to be summoned to that area again for as long as possible!

Problem: Individualistic taste becoming so costly a luxury, how can Americans continue to afford it in the face of the staples' flood?

Trend 7: Herding of People. It is indeed easier to make a single rule and a single product to which all people must adapt. Will we become "insectivized," as Edward Hunter expressed it? Will the human be considered merely a "biomechanical link," as a recent Department of Defense bulletin sneeringly termed him?

We cry for trained scientists and thinkers. But perhaps half of the brightest high school graduates do not even begin at universities.

And while we dole our scarce educational resources, fully 60% of American freshmen drop out of college, according to *Time*. Problem: How can we help people exploit their highest aptitudes to achieve self-fulfilment? How can we avoid debasing our democracy into a "mediocracy"?

Seven Tactics to Help Us Solve Our Problems

There are seven important problems of our generation. But ... give man a problem, give him incentive to overcome it, and he *will* design an answer.

■ *Homo sapiens* is the only tool-using animal. He has always realized that tools could control behavior. For instance, did not Frederick the Great cause eight lead buttons to be sewn around each soldier's cuff to wean the men from wiping noses on their uniforms? Did not the knights, departing for distant crusades, cynically seal their wives in chastity girdles—thereby mechanizing the honor system?

Tools, standardized and duplicated, are

Henry G. Burger

products. And a reference book which I am near completing codifies the procedures whereby a problem may be solved in the format of a product. Such an approach I call "tactics."

From this codification, let us consider one tactical solution for each of the seven big problems:

1. **Tackler products.**
2. **Finder products.**
3. **Integrator products.**
4. **Self-help products.**
5. **Foolproof products.**
6. **Formularizer products.**
7. **Consecrator products.**

1. Tacklers Identify Richest Problem Zones

Let us first consider the types of product and services nicknamed tacklers.

Too many choices (Problem 1) can perhaps be solved by products that help us identify the most probable payoff portions of our targets.

Consider, for example, the thousands of possibilities facing a physician as he diagnoses. Angered at the chancy situation, Parisian Francois Paycha punched the symptoms of the 800 diseases of the human eyeball onto 800 cards. Thereafter he'd note the symptoms of a particular patient. Now he'd ask a collating machine to compare syndromes. Promptly the five cards representing the five closest interpretations would pop out, like brown toast. So just those possibilities would occupy this ophthalmologist's personal study.

Another example: Social work. Only recently did the New York (City) Youth Board apply tackling tactics to the city's growing lawlessness, social disease, etc. This agency then discovered that 75% of the mischief was gushing from a mere 20,000 "multi-problem" families—1% of the metropolitan population.

■ Suppose a factory's quality controller learned that 75% of all his woes was welling up from 1% of his punch press operators. Wouldn't he commit all his resources to this splinter, knowing that what seems a costly investment today is a long-run economy?

We are still awaiting a like approach

from the non-profit welfarers.

Another tackling application: The pre-school child spends only a sliver of his time importantly. Why, then, should his growth sentence his mother to six years of almost solitary confinement? For relief, Semco Electronics Corp. offered a Page Boy microphone that could be placed near a baby's crib. Its 300-foot wire would run to a neighbor's living room. The visiting mother would there see a red light that flashed whenever the infant's regular breathing was interrupted.

■ In schools, likewise, much of the job of a teacher is to run through a carefully planned textbook until one of his students raises a puzzled hand. Taxpayers have repeatedly shown that they will not increase their educational outlays. So a U. S. Air Force technique is of interest. It succeeds even in the complicated subject of guided-missile mechanics. Each student sits at an individual closed circuit television. He is shown an expertly prepared film. Whenever he fails to understand a point, he presses a button. The film stops. Onto the screen flashes the face of his distant, live instructor, asking, "Ye-e-s?" In this way, cheap mass-production combines with expensive teachers.

2. *Finders Home In on a Target's Peculiarity*

The tackler identifies the nugget worthy of our chase, but how do we locate it?

Our industrial society desperately needs more directories. And, in addition, we can employ instruments that sense.

Suppose a hospital mislays a tiny vial of radium. A Geiger Counter is strapped onto a corridor walker. When he hears clicks, he zeroes in on the lost pouch.

Might it likewise some day be feasible to mark each gutter parking space with a dot of low grade radiating paint? When not blocked by a car parked above, its emission would attract the dashboard-mounted dials of space-seeking vehicles —like a female mosquito whistling the mating call!

3. *Integrators Assemble Fragments*

When desired elements have been located with finder products, the parts of the "jig-saw" must be fitted into a meaningful pattern.

Why, for instance, should a householder have to measure the merits of plumbers and electricians and painters by his own bitter experiences? Well, in Los Angeles, United Home Services Inc. set up a clearinghouse. To maintain its own reputation, United kept quality records on the craftsmen's performance.

■ Another integration example: The modern corporation wants to measure differing opinions so as to utilize its specialists' judgments. But many Organization Men dare not raise voices for fear of unwittingly scuttling a pet project of that modern God-King, the boss.

So committees adopted the face-saving Group Thinkometer. This Harwald Co. gadget instantly integrated the total votes for and against a proposition—without revealing *which* button-pressing Orgmen had favored what now was discovered to be the minority view.

4. *Self-Helps Replace Live Professionals*

The fourth problem we raised was elimination of professional bottlenecks. The industrialist builds machines that reproduce the expert's hand and brain operations. He prefabricates the aristocratic skill, and then vulgarizes it as a do-it-yourself product, a self-help.

Example: One job of many a night nurse is to awaken a patient every hour to feed him a pill. Pharmacologists knew that the thickness of the capsule determined the time stomach acids required to eat through and spill out the enclosed medicine. So they sealed equal doses into, let us say, eight different thicknesses of shell. The patient would gulp this eight-in-one pill on retiring. As he slept, his gastric juices would burn one dose hourly. An entire night's *span* of capsule medication was provided by this product, called Spansule, which really prefabricated the night nurse!

■ Even a professional's critical abilities can be depersonalized. Thus, auto driver training was recorded for teen agers as they sat at mock steering wheels and watched "traffic" approaching on a filmed "highway." Result: this Automatic Voting Machine Co. self-help enlarged professional instruction from just four students to an entire classroom full.

Indeed, products can eke out intellectual scholarship. The Dead Sea Scrolls had lain rotting for thousands of years, so they bore gaps. Cure was to punch each of the 50,000 *legible* phrases of the doctrine into one card. Onto other cards were punched the words surrounding the unreadable parts. Now International Business Machines Corp. ordered its equipment to match the cards and print, into the blank areas, those words most *likely* to have occurred. This self-help approach whipped out an automated testament, which was published—as gospel truth.

Needers of self-help range from Biblical scholars to frazzled young mothers. Item: Many a Viennese child begging for more bedtime stories would see the older generation coolly dial A-O-60, then slip the telephone to the bedded tot and waltz downstairs to wash dishes. Meanwhile the taping of a soft feminine voice would be reciting the Gingerbread Boy saga.

(Products not only speak, but even read handwriting. At the U. S. Census Bureau, five FOSDIC's replaced 2,000 humans who'd sat punching reports into tape!)

■ Still another instance of a self-help: Many a wife felt she was blunting her Vassar education in preparing time-consuming meals. Today all the fuss could be handled by a combination widget called the Hotpoint Appliance Wall.

Selecting a meal from the Hotpoint file of menu cards, she'd take from her freezer the cook-by-number pre-packed ingredients demanded by the slip.

But a simple, inexpensive timer had been built into the circuit of one of the electric burners. It turned on the current only after a 10 minute wait. And another timer switched on its burner only after 20 minutes, etc.

The menu card itself was punched and plated with metal inserts. When pushed between the appliance's jaws, this card connected up the appropriate ovens. Thereby this General Electric Co. product programmed all the burners in a countdown that left all ingredients warm and edible simultaneously.

■ Performing an entire program of actions, such a manmade product resembles nature's DNA molecule. These elementary chromosomes, the genetics men tell us, are tiny, tape-like chemicals present in us at birth. They trickle "genetic commands" throughout one's life—causing a boy's beard to start growing when he reaches teen age, for instance. Perceptive indeed were the ancient Greeks to believe that each human operated under a Tape of Predestination!

5. *Foolproofers Control Self-Helps*

Norbert Wiener declared in his book, "Cybernetics": "The thought of every age is reflected in its technique . . . If the 17th and early 18th centuries are the age of clocks, and the later 18th and the 19th centuries constitute the age of steam-engines, the present time is the age of communication and control."

In a freewheeling society like America, *self*-control must be exercised—not only by people, but by "de-fanged" products, too.

For instance, a heart attack could be counteracted by a device called the External Pacemaker, which could send two-volt heart-substituting shocks. But—who'd be near to flip its switch when the wearer of this strap-on device suddenly started gasping?

Boston's Beth Israel Hospital developed a strap-on timer that "expected" a certain heartbeat rhythm for its wearer. Upon hearing a different rattle this sleepless Monitoring Electrocardiograph machine would fraternally trip the switch to turn on the heart-shocking machine!

Item: A major cause of auto accidents is drunken driving. But the Conference on Electronic Controls & Traffic Safety designed a lush-proof ignition maze which required steady fingering. Too much booze, and the shaky palm couldn't thread this tricky key to start the motor. With a curse, the foolproofed driver had to hail a taxi!

6. *Formularizers Combine Individualism Standardization*

The sixth problem we raised was the economy of mass-production, which makes individualistic tastes a luxury. Standardized till they are foolproof, must packaged products produce Packaged People?

This dilemma is harmonized in the free world by the concept of multiple choice. Products are spun off into a variety of formulas. Each best solves the needs of one market segment. Such items might be called formularizers.

Instance: The big auto makers certainly use mass-production. Yet a purchaser can choose his one preference from 10,000 style possibilities, as merchandiser E. B. Weiss has pointed out.

To cater to a consumer, industry must "get his number." It learns his preferences and traits, then reduces the wordy descriptions to relative quantities. Thereby thousands of differing tastes become manageable numbers. Indeed, each of the world's three billion souls can be distinctively formularized into less than one inch of a punch card!

Industries that wisely formularize their offerings have blossomed. For example, life insurance: Were there only 10 types of plan and 40 different age brackets, there would be 400 different "products"—before special policy riders are considered.

Similar segmentation could be limitless. Are not three-fourths of all home plumbing problems caused by just a few difficulties? Couldn't self-installation kits for the principal desires be designed for homeowners?

Or consider that vexatious question of forcing enough shelf space within a home, apartment, or office. The only reachable area under-exploited is the wall. But few people enjoy threading screws into plaster.

Yet architects could cater to the unpredictable range of tenants' tastes by designing buildings whose walls were machine-drilled with recesses one yard apart.

Hardware stores would then sell prefabricated metal Peg-Board in one yard squares. Each sheet would end in prongs that fitted into the wall holes.

Then, seeking to utilize space near her kitchen table, an apartment dweller could snap in a few squares of what we might dub Plugwall. Available to her would now be thousands of inch-apart holes.

At the same time, makers of radios, book shelves, and lamps would be selling wafers that plugged into the backs of their instruments, and whose reverse sides bore prongs that snapped directly into the metalized wallboard, requiring no shelf.

Adding multiple choice to mass-production, the formularizer thus avoids the regimentation of social engineering.

7. *Consecrators Utilize Humans' Highest Abilities*

A person's traits can be measured, if he wishes, so as to utilize, or consecrate, his finest and rarest gifts. Services and products so doing might be called consecrators.

Occupational suitability, for instance, is determined not only by a chap's interests (which may change in a fortnight) but also by his psychology, which is probably ingrained.

Example: Everyone has an ability either to visualize structures in three dimensions, or to think in terms of abstract ideas, or to fall somewhere in between.

So a testee tries to assemble jig-saw blocks into a pyramid. If he finishes in under one minute, he's in the top 18% of structural visualizers, according to Johnson O'Connor Human Engineering Laboratory. This trait, when present with certain other aptitudes and personality characteristics, befits him for three-dimensional such as design.

Interpreted as numbers, his pattern can then be matched with long-range occupational opportunities as foreshadowed by industrial reports.

■ Why, then, are palmistry-type interviews still prevalent? Because centralized coordination is necessary to set up the formulas and codify the relevant data that should be fed into the formula each month. Then private firms in each city could cheaply administer and compute tests for local residents. Each would vocationally guide, or consecrate, the applicant who, regardless of age, chose to commission that firm.

We can quit a job on two weeks' notice. How much more valuable, then, would consecrators be when applied to problems of lifelong repercussion, such as marriage!

■ In the western world, a boy and girl get to know their compatibility through the dating system. But this is only an *elimination* process. It succeeds solely if there was originally a wide, selected pool of complementary candidates.

But American youth halts rival dating and starts going steady often at the age of 14!

The other extreme obtains in the eastern world. Parents arrange matings after wide inquiry of other parents about available youth. There's customarily no dating. Personality clashes are discovered too late.

Could not a better compromise take place? wondered Dr. David R. Mace.

■ A Malayan village "grapevine" is strained, however, in the West's mushrooming, industrialized cities. So perhaps some of the tedious initial rummaging could be done by consecrator services and products.

In Manhattan, for instance, sits Scientific Introduction Service Inc. For a fee its machines match an applicant's cards with the five unmarrieds of the opposite sex whose traits and interests measure most complementary. After the five introductions, dating can begin.

Widening our horizons in marriage, in vocation, etc., can therefore be accomplished by consecrator services and products.

How U.S. Can Use Private Enterprise

History confirms that government-set values can guide citizens' voluntary activities. Item: Francois Appert had for years played with the problem of storing his confectionary's output. Then Napoleon offered 12,000 francs for any means of preserving food for shipment to his distant, starving Grande Armee. Excited, Appert only now started *systematically* to seal food in china urns and boil it.

Appert won the official prize. Result: the canning industry.

■ Governments today have, like that prehistoric lizard, grown too big for policy *execution*, according to Dr. Peter F. Drucker. So perhaps officialdom should actually farm out some of *its* welfare

Tell your product story to 515 of America's smartest suburbs

NOW, Chicago's
NORTH SHORE GROUP NEWSPAPERS
bring

TO-THE-FOLD
in 5 more of the country's highest income suburbs

LAKE FORESTER

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Blankets the Deerfield, Lincolnshire, Bannockburn and West Deerfield, (Ill.) area . . . where local retail sales jumped an astounding 300% in 3 short years!

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Total coverage of an "All American" community! $35,000,000 in *local* retail sales! Indicative of the explosive buying power concentrated here.

QUICK FACTS ABOUT AMERICA'S RICHEST SHOPPING CENTER

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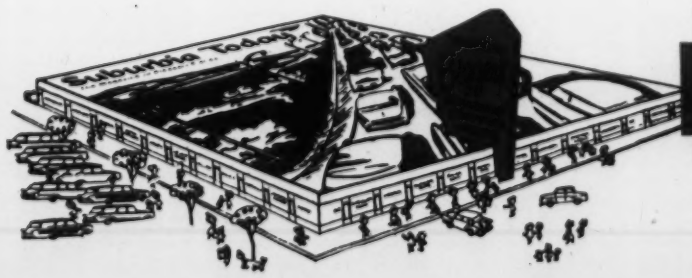
1. SUBURBIA TODAY families have $2400 a year more purchasing power than the average American family.
2. SUBURBIA TODAY readers own more cars per family (1.44) than readers of any other million-plus magazine.
3. SUBURBIA TODAY families are larger, have a higher home ownership, higher educational level, and live in faster-growing communities than any other group in America today.
4. SUBURBIA TODAY dealers sell almost three times as much per store as the national average.



If you're thinking about sales growth—consider this:

More homes are being built and furnished; more lawns are being grown; more cars are being bought; and more money is being spent in America's growing suburban communities than practically anywhere else in the country!

With the addition of Chicago's North Shore Group Newspapers, *Suburbia Today* increases its *EXCLUSIVE NATIONAL COVERAGE* of these important "growth markets" by 18,720 new family readers! This brings to 1,383,107 the number of suburban families—and 515 the number of suburban communities—served in depth by *Suburbia Today* through 208 strong local newspapers. An all-time high —with rates still based on 1,000,000 circulation!

Put this dynamic marketing pattern to work for you. See your *Suburbia Today* man —and plan now for sales growth.

Suburbia Today *Want to meet more? Just phone any one of these Suburbia Today representatives:*

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Detroit 2: 3-223 General Motors Building, TRinity 1-5262
Cleveland 15: 604 Hanna Bldg., PRospect 1-4677
Atlanta 3: 1722 Rhodes Haverty Bldg., JAckson 2-8113
San Francisco 4: 235 Montgomery St., YUkon 2-0924
Los Angeles 5: 3670 Wilshire Blvd., DUnkirk 1-3821
New York 22: 405 Park Avenue, PLaza 5-7900

problems to private enterprise. Government's over-all function might be the commissioning of partial grants for *basic* research to develop welfare systems.

Once the unprofitable research-design point is passed, many firms would, goaded by competition, develop techniques and products far beyond a civil servant's imagination . . .

Welfare Marketing Challenges Our Highest Talent

Today's Americans are affluent. Shall our behavior develop like that in the Boeotian area of ancient Greece? Living in fertile ploughlands, they oozed fat. Foreigners described them as "Boeotian swine." They lie forgotten.

Or shall we present ourselves with increasingly higher challenges, as did one neighbor of the Boeotians? The lot of this tribe was jagged limestone crags. Only gnarled olive trees would grow here. So they tilled and traded olives. Then they did not rest till they'd built the brilliant empire—of Athens. And Athens' achievements influence western thinking even today.

Now we taste the blight of tired blood. We are the Geritol generation. We confuse the *Good* Life with the *Goods* Life.

Electric can openers, and productivity battles, only ulcerate us. "Where there is no vision, the people perish."

■ But the problem-solver must evaluate the big question, welfare. He can pinpoint it with a tackler product. He can locate it with a finder product. He assembles its fragments with an integrator product. He prefabricates a solution with a self-help product.

The problem-solver assures regulated control with a foolproof product. He harmonizes individual preferences with mass production economy via a formularizer product. And he brings out highest skills by means of a consecrator product.

This approach could be termed: Welfare Marketing.

■ Over the globe we hear yearnings in many tongues for a Brave New World. If we do not rise to the challenge, some Big Brother will.

Welfare Marketing, then, is the next frontier of industry. #

On the Merchandising Front . . .

The Coming Era of International Store-Controlled Brands

By E. B. Weiss

A new and troublesome dimension is being added to the controlled-brand situation—giant retailers are turning to *foreign* suppliers as sources for private-label merchandise! The merchandise classifications involved run the gamut from hard goods to soft goods as well as other categories.

E. B. Weiss

As an example, it is reported that J. C. Penney (our second largest retailer of general merchandise which concentrates on its own brands to about the same extent as does Sears, the No. 1 retailer of general merchandise) is importing a growing volume of Japanese and European merchandise to be sold under one of the Penney brands. (There was also a hint, during a stockholders' meeting of Sears, that this retail giant is moving in the same direction.)

All by itself, this may pose a marketing problem of considerable size to those responsible for marketing nationally-advertised brands. The essence of the problem stems from the fact that foreign sources of supply for controlled brands may enable large retailers to outsell manufacturers' brands, on *both* quality and price, to an *even greater extent* than is now the case.

■ Perhaps the strongest appeal of the store-controlled brand is that it offers a better value than competing manufacturer brands. This tends to be the case (not always, but frequently enough) even when the same manufacturer turns out on the same production line both his own brand and the store-controlled brand (which is common practice).

But when the retailer turns to foreign sources of supply, he may be able to land these classifications, under his own labels, on his store shelves at a lower cost than even the special prices he gets from his domestic suppliers. And the intrinsic quality of the imports is apt at least to be comparable, and at times superior.

Under certain circumstances, the shopper will not be aware that the controlled label items was made abroad—unless some exceedingly fine print on the label is read. Under other circumstances, the store may "merchandise" its foreign source—after all, that word "import" still carries a certain magic with the shopper.

There is another aspect of this situation that should be weighed. Our giant retailers are expanding abroad. They are doing this either through their own foreign subsidiaries, or by merger or other affiliation with established retailers in other countries.

■ Beyond question, this trend among our giant retailers to seek more volume abroad will pick up momentum. The explanation is simple: The domestic market for large retailing is becoming exceedingly crowded—even desirable store sites are increasingly difficult to find. Moreover, retail margins may in certain cases be more liberal abroad than is true here. More important is the fact that some foreign countries are, at this very moment, in a true growth stage. They are especially ready for our mass-retailing concepts —aided and abetted by what is now correctly being called "the Americanization of much of the free world."

As our giant retailers move into retailing abroad, they will obviously come into closer association with foreign sources of supply. They will also gain a practical experience with the retailing of innumerable items made abroad.

All these developments will, ultimately, work hand in glove with the growing determination of many, if not most, of our giant retailers to follow the basic Sears and Penney programs which involve own-label merchandising, with much of the controlled-label inventory coming from controlled sources of supply.

■ As a matter of fact, it is probably an awareness of this marketing drift that has been one of the factors that led a number of our giant manufacturers to establish production facilities abroad. In other words, these manufacturers are, to some extent, following (or leading) their domestic retailers into foreign lands.

This, in turn, means that brand marketing, more and more, will become *international*—rather than merely national. We will be hearing more about *international* brands, perhaps a bit less about *national* brands! (A fascinating potential this—the coming era of the *international* brand.)

■ But it also means that giant retailers have obtained a strong new leverage for their own-brand programs in the remarkable developments that are taking place abroad. Clearly, domestic manufacturers will now be compelled, when weighing the competition of the store-controlled brand, to take into account not only domestic considerations but foreign considerations as well. The retailer will have international brands as well as the manufacturer—the Sears brands are international right now. And manufacturers would be wise to accept as basic that much of what Sears is doing *today* in basic strategy, most of our 50 giant retailers will be doing tomorrow. #

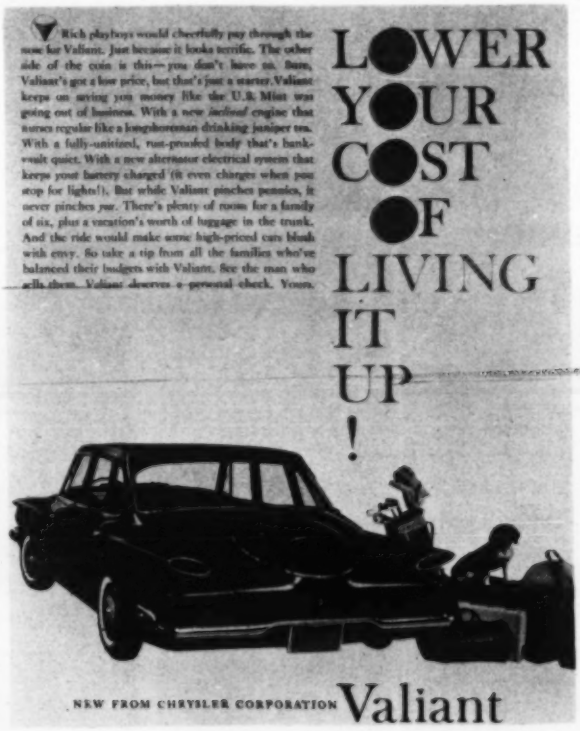
The Creative Man's Corner . . .

Valiant Is Not the Word

Valiant may have been the word for Carrie. It may be the word for the Chrysler compact. It is not the word for this four-color *Saturday Evening Post* page. Brash, maybe. Cute, perhaps. Eager, possibly. But not valiant.

Look at that heading, misplaced at the right of the copy, contrary to centuries of established practice in the reading of English. Granting that these are years for ignoring established practices and launching out into the space of originality and freedom, what excuse is there for complicating readership in this fashion?

Pennies in place of O's! Certainly it is an attention device. If you are a disciple of cuteness, it is a cute attention device. It is also a deadly interrupter of thought. Spell it out. "L-penny-W-E-R . . . Y-penny-U-R . . . C-penny-S-T . . . penny-F." We respectfully submit that "LOWER YOUR COST OF LIVING IT UP!" is a good heading, without using any cute device to grasp frantically for attention which would surely be forthcoming without the coins. With the coins, what does the heading say? "LOWER YOUR COST OF LIVING IT UP BY FOUR CENTS"? Can the lowered cost be represented by pennies? And why are the first four words solid black, while the other three are toned down?


Rich playboys would cheerfully pay through the nose for Valiant. Just because it looks terrific. The other side of the coin is this—you don't have to. Sure, Valiant's got a low price, but that's just a starter. Valiant keeps on saving you money like the U.S. Mint was going out of business. With a new thrifty engine that sucks regular like a longshoreman drinking juniper tea. With a fully-unitized, rust-proofed body that's hush-vault quiet. With a new alternator electrical system that keeps your battery charged (it even charges when you stop for lights!). But while Valiant pinches pennies, it never pinches you. There's plenty of room for a family of six, plus a vacation's worth of luggage in the trunk. And the ride would make some high-priced cars blush with envy. So take a tip from all the families who've balanced their budgets with Valiant. See the man who sells them. Valiant deserves a personal check. Yours.
LOWER YOUR COST OF LIVING IT UP!
NEW FROM CHRYSLER CORPORATION
Valiant

Having gone to the wrong-side heading, let's go back to the wrong-side copy. "Rich playboys would cheerfully pay through the nose for Valiant. Just because it looks terrific."

In the first place, the statement is not believable. Rich playboys usually know automobiles. It's one of the first requirements for being a rich playboy. In the second place, why mess around with syntax to make a sentence out of a phrase which should be set off by a comma?

But for outright imposition on any reader who respects the English language, consider "Valiant keeps on saving you money like the U. S. Mint was going out of business." People have grumbled at Winston's "like a cigaret should"—but this is a far worse thing than Winston has ever done. And how does a longshoreman drink juniper tea? What *is* juniper tea?

Somebody must have loved the pennies, and the quasi-slang, and the transposed layout. But, as long as it is presumably addressed to English-speaking people, couldn't it have been written with a decent respect for their language?

Illustrator: Stan Ekman, whose contributions to national magazines range from mass circulation covers and editorial illustration to the advertising pages.

triple play

American advertisers, like baseball pros, play to win against competition in the cities and towns of America. In product selling, magazine advertising sets up a triple play that links consumer, dealer, and clerk behind the counter in one pattern of buying and selling action. The same magazine ad that builds brand loyalty with consumers builds brand preference with dealers and stimulates sales people at the point of sale. This is why national magazines are a *basic* medium of merchandising team play whenever markets must be held or built against strong competition.

During the past quarter century we have prepared fine photoengravings for many of America's most competitive national advertisers . . . including the first multi-page magazine advertisements in color. We have worked closely with leading illustrators and photographers, art directors and production managers, to set new technical standards in magazine advertising, first in letterpress, then in gravure. This advertisement, one of a series, expresses our appreciation of the basic part played by national magazines in building a stronger and more successfully competitive America.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Tyler Picks Ten for April . . .

Auto Makers: Throw Away the Rule Book

By William D. Tyler

Before I get into this month's picks, I want to register a great big fat beef. It has to do with the state of our automotive advertising and it goes like this:

When are our boys going to get in there and mix it up with the foreign entries? Why are our leading makes getting outthought, outmaneuvered, and outclassed? Almost without exception, the ads you read, remember, and talk about are for the imported makes. They're daring, they're different, they're informative, they build prestige, and they pack a punch. But ours—and don't stop me, I know there are exceptions—just stand there. They're dull, stodgy, and self-satisfied. They're pompous, conventional, and unrewarding to read. Our side is getting clobbered.

William D. Tyler

I'd give my eyeteeth to see some established American make throw away the Detroit rule book and run some ads that really say something. Why do we hide behind a spate of powder-puff adjectives? What are we ashamed of?

Volkswagen

These people aren't a bit scared. They have something to say and they say it clearly. They take one point and they really let you have it. I happen to think this ad is a little too daring, leads with its chin. But you've seen the rest. Nothing wrong with them. Like the one with the stripped-down chassis that Bill Bernbach wrote: "Can you name this car?" The clues provided the selling message. Or the one Julian Koenig wrote to dramatize the size of the interior: "Can you take a ten-foot Indian in your present wagon?" And, sure enough, George Lois' and Helmut Krone's layout had a cigar-store Indian towering out of the sun roof. Doyle Dane Bernbach is the agency.

Rolls-Royce

Rolls is back in again with still another of its copy-heavy pages that describes, in leisurely detail, each of dozens of tiny refinements you will enjoy in these great cars. This one is headed, "You can adjust the shock absorbers . . . by flicking a switch." Not earth-shaking. Interesting. Provocative. And followed up by a wealth of such "tremendous trifles." The net effect is, "Holy smoke. No wonder it's $14,895." Lou Redmond of Ogilvy, Benson & Mather wrote it with David Ogilvy, and Rollin Smith was the art director.

Chevrolet

Just to even things up a bit, here is my choice of the best American car advertising of the month. I chose it simply for the headline, which I like more for its thematic possibilities at the dealer level or at sales meetings than for its consumer effect, although I don't discount the latter. But maybe this is where our trouble lies: the emphasis is on the wrong syllable. Headline was Jack Strohm's at Campbell-Ewald, and the layout was George Guido's.

Green Giant Peas

Max Shulman didn't know it, but an article he wrote while a student at the University of Minnesota in 1945 (and sold to "Northwest Life Magazine"), constituted the best Green Giant ad of 1960 to date. Shulman had spent the summer picking peas for the verdant packer, and the article was a somewhat fanciful report on his duties, which he claimed to consist of watchful waiting for the peas to reach "the fleeting moment of perfect flavor." When it does, all hell breaks loose in the pea patch. "Don't stand there, boy. Wake the populace." Idea for the ad was Shulman's, well laid out by Burnett's art director Dick Weiner.

Four Roses Whisky

In my opinion, the best ad yet in the Four Roses Society series is the one shown here. Why? Because it kills me. The varied expressions of anguish on the faces of the white-gloved committee as the female dignitary cheerily bashes the bottle across the bow, made my day. Maybe not a great ad, but not bad, not bad. Norm Robbins of Y&R wrote it, and Bob Wall was the art director.

Qantas Airlines

These people had two outstanding ads last month. They don't stick to any one theme for Qantas, just try to have every ad stand out from the incredible mass of large-space newspaper ads that airlines are running in key cities today. The one announcing, "Direct link to Frankfurt," needs no comment other than that the lead line reads: "Let's be frank: here's the red-hot way to Germany," for which I guess we can forgive Cunningham & Walsh's Fred Manley. It was also his idea to make a virtue of Qantas' daytime Atlantic flights by showing a heavy-lidded eye and the line. "Why fly by night to London?" which also needs little explaining. John Flack made both the excellent layouts.

ScotTowels

Scott Paper Co. had a five-pager in *The Saturday Evening Post* that was a superb combination of institutional plus new-product introduction. Opening spread was the latest in the series that shows kids getting into messes that require copious use of the maker's product to remedy the damage. This one shows a child's inquisitive arm delving into a can of paint: "This kind of help is hard to get" (and, you may ask, who wants it?). Written by JWT's Helen Klintrup and her group. Following spread featured a pasted-on sample of the new ScotTowel in all newsstand copies, headlined by Mary Hunter with the strong selling theme you see here. Layouts by Edmond Smith and Rudy Dusek.

You can adjust the shock absorbers to the changing road by flicking a switch on the new Rolls-Royce and Bentley

See the Rolls-Royce and Bentley at Stand 12, International Automobile Show, New York Coliseum, April 14-24

JUST INVENTED!
The first paper towels you can use like cloth—anywhere!
ILLUSTRATING THE
New ScotTowels
Notice the thirsty puffs
Feel the gentle softness
Just like using cloth – New Super-Absorbent ScotTowels

CHEVY! YOU CAN'T BUY ANY CAR FOR LESS ...UNLESS IT'S A LOT LESS CAR!
See your local authorized Chevrolet dealer for fast delivery, favorable deals

"The guys on your club car don't read it? I couldn't care less! We need volume, and the New York News has it—plus 2,200,000 exclusive readers we can't reach in any other New York daily paper. And 65% of them are in families in the over-$5,000 bracket. That's good enough for me."

Custom Shop Shirts

This chain of retail stores specializing in fitted shirts ran a four-column type ad in newspapers and drew an amazing response to a buried offer in the last paragraph inviting readers to try on sample collar styles. Shows you what can be done with *good* long copy even in these days of read and run. Also shows the stopping power of a challenging headline. Written by Bill Keisler and Jim Fishel of the Fairfax Agency, layout by Bill Brooks.

Pond's Moisture Base Cream

The story here was that this face cream "creates a lasting moisture reserve that works invisibly under your makeup night and day." Ruth Downing and Birget Kiely of JWT found the way to translate this involved thought into an instantly recognizable benefit with the headline: "At this very moment she's giving herself a facial." This is one of those interrupting cosmetic themes that can turn out to be a red-hot winner. Bernard Owett is the art director.

Headliners

Again this month our tenth selection is a group of ads selected for their headline promises alone. One, for Plymouth, reads: "Some people own cars. Some cars own people. We built the Solid '60 Plymouth for those who want to be boss." It was by Chuck Mackey of N. W. Ayer's Detroit office. For Capital Airlines' low nightcoach fares: "Be a fly-by-night—see what you save!" Kenyon & Eckhardt's Robert Hildt wrote it. For Johnston & Murphy's loafer with the Boxer Top, Harry Pesin and Hyde Partnow of Rockmore agency wrote, very simply, "The Slipon that won't slip off!" To say, "mildness," Art Thaler of Leo Burnett wrote, "Joy saves your hands for nicer things than dishwashing." For Carnation, Mary Jane Thompson of Erwin Wasey, Ruthrauff & Ryan came up with a strong theme: "The milk you use like cream with ½ the fat calories." And last but not least, New York's new Cattleman advertises itself, through Leonard Scherer of Harold Siesel Agency, as "An Adult Western Restaurant." #

Employe Communications . . .

Communicators Today Need Legal Aid

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Not too many years ago a communications editor in the average company, assigned the task of preparing an indoctrination manual for new employes, could normally arrange to whip together an acceptable handbook in a matter of a few more or less effortless weeks. He merely trotted around to the various company departments concerned with new employes, unearthed a few vital business statistics to give the job the aroma of fact, ordered some cartoons for editorial leaven and passed the mass along to the personnel director for approval. Some additional executive thumbprints might have been required, but in those unfevered days things went through fairly rapidly.

The communications man today has grown timid, but with reason. He has found, and he is frequently reminded, that the possible legal entrapments in these days of Hoffa, McDonald and Reuther, are substantial. He is invited to bear in mind that he'd better be on sound legal ground before taking off on statements of company policy. He is urged to remember that, if he permits a pledge of performance on management's part to slip unwittingly into an employe handbook, the bobble can cost hundreds of thousands at the bargaining table.

All too rarely does a college or a management association set up a program built upon labor relations to which an individual in the delicate business of employe communication can feel comfortable in coming. He isn't an attorney, so he doesn't want to find himself engulfed in legal conversations he doesn't understand. But many communicators have an intense, practical interest in finding out more about labor law. They concede the necessity these days of checking out their material with the company's legal staff, but they'd like to feel they know more of these legal procedures than they do.

■ The American Management Assn. and the U. S. Chamber, of course, both conduct helpful and fairly continuous programs of communication in labor relations. But for a campus-level course of high-level utility, we are much impressed with the upcoming Labor Relations Institute to be held at Marquette University in Milwaukee, May 11-13, under the sponsorship of the law school in cooperation with the Labor Law Section of the state of Wisconsin. Dean Reynolds C. Seitz has put together a program here of practical value not only to Wisconsin barristers, but to the craft of employe communication wherever it is.

■ With a star-studded faculty so distinguished that it would be unfair to mention one without mentioning all, the seminar will cover the legal areas involved in the day-to-day work of communications people: productivity and cost of living as factors in a national labor policy; technological change and automation; compulsory arbitration as a solution to a national strike; the hot cargo and secondary boycott provisions in recent Taft-Hartley amendments; picketing; pre-hire contracts; what's wrong with arbitration. If a worth while topic is missing, it is that of the modern relationship between the legal department and the function of employe communication. That's one they overlooked.

In more and more companies around the country, the specialists in labor relations and the specialists in employe communication are working together. For the first time, it seems, they have begun to recognize a mutuality of interest. The communications man freely concedes his ignorance of—as well as his dependence upon—the legalities of labor relations. The company attorney, on the other hand, is commencing to realize that the newer science of employe communications might be able to make his chore easier at the bargaining table, and the result of his own labors more palatable to all. #

Looking at Radio and Television . . .

Du Pont into Show Business?

By the Eye and Ear Man

The debate over who should control television programming continues. Diametrically opposed positions on this hot issue have been taken by two top U. S. industrial giants, E. I. du Pont de Nemours & Co. and Standard Oil Co. (New Jersey).

Standard Oil maintained, in its purchase of "The Play of the Week," that it would not interfere with the creative function of the producers. The company said it was in the oil business and would leave show business to the pros.

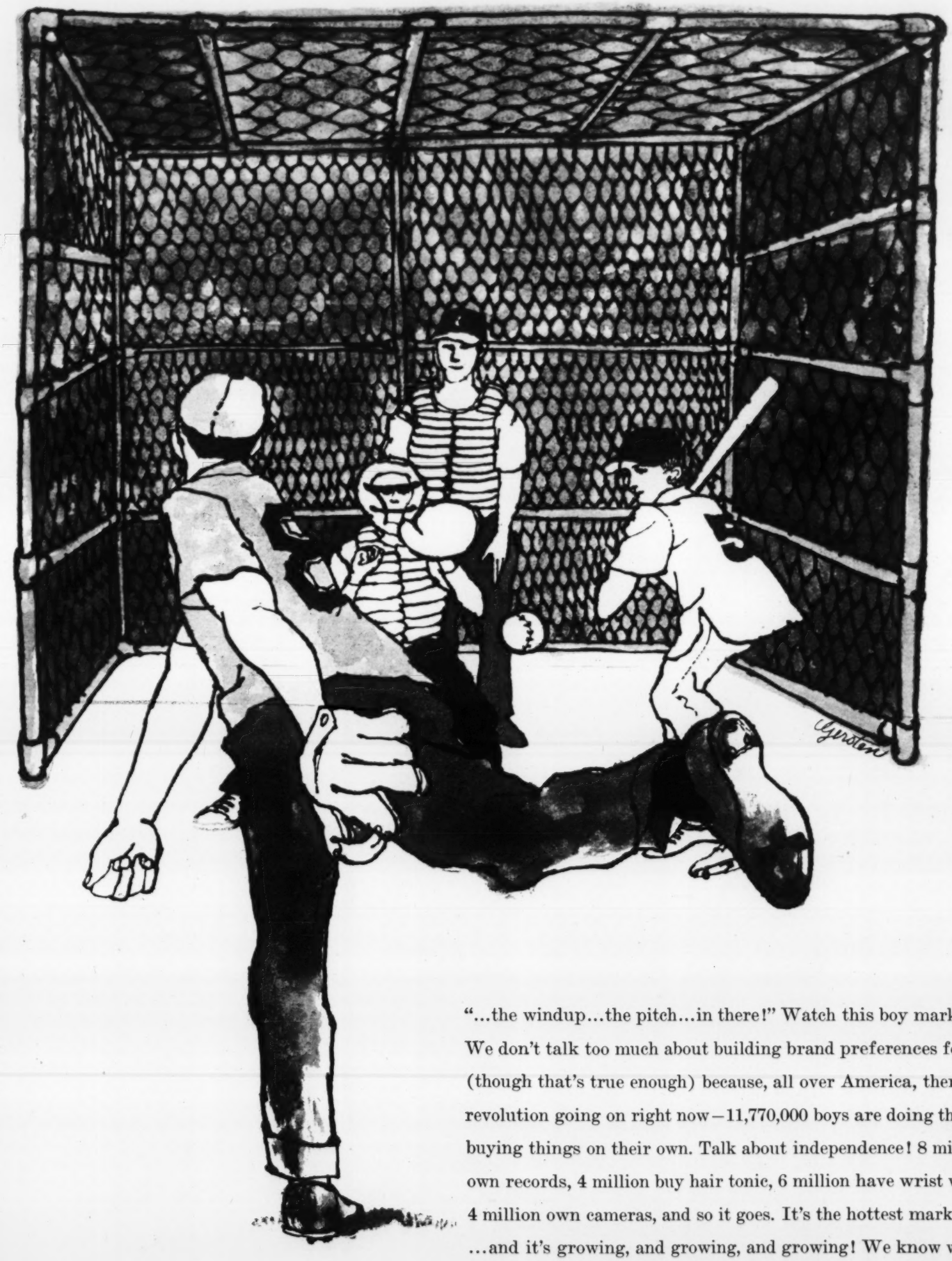
Du Pont held to the contention that 86,000 employes of Du Pont were proud of the label and would not let anything go out without making sure its quality was up to Du Pont standards.

The big question in television today is whether networks will assume programming control as magazines and newspapers assume authority over editorial content, allowing advertisers to insert ads.

This column thinks Standard Oil's position is the proper one. Take a look at the background of some of the men who make the final program decisions for the big tv spenders:

A. Top man in advertising department of large tv program buyer is 60 years old, spent years as account executive in an ad agency with small or no radio billings, joined present company 15 years ago as marketing man and became advertising director.

B. Man, who okays shows in another



"...the windup...the pitch...in there!" Watch this boy market, it's hot. We don't talk too much about building brand preferences for future sales (though that's true enough) because, all over America, there's a retail revolution going on right now—11,770,000 boys are doing things and buying things on their own. Talk about independence! 8 million of them own records, 4 million buy hair tonic, 6 million have wrist watches, 4 million own cameras, and so it goes. It's the hottest market for new sales ...and it's growing, and growing, and growing! We know we score all the way because there isn't one magazine (adult, youth, you name it!) that's read by as many boys and as many of the more gregarious and (yes) influential boys as Boys' Life. See the proof in our new Comparison Study of the Male Youth Audiences of Seven Magazines.

BOYS' LIFE TWO MILLION net paid

big company, is noted as research and media expert. Has spent more than a generation with the company in those fields.

C. Presiding over one of the largest tv buyers is a man with engineering degree, who is expert in production lines.

D. Top buyer at still another company is a former district sales manager. This is a common pattern.

E. One of the largest decentralized companies has buyers who were all selected for engineering ability and trained in civil service atmosphere to be company men.

F. A relative of the management.

■ Now if any of the blue chip companies, including Du Pont, were going to build a factory, they would call in an architect and a contractor with long experience; if they need a chemist, they try to hire a doctor of chemistry with plenty of seasoning, etc.

It would seem that 86,000 employes of Du Pont can't make much of a decision on what script will or will not run on the "June Allyson Show" or whether that show is the kind that reflects the Du Pont image properly. One man must do that.

If Du Pont's personnel department were to classify the candidate for this program job, it would go like this:

1. A degree, or equivalent, in drama.
2. At least five years' experience in writing, directing, and/or producing, preferably for motion pictures and television.
3. Network or film studio experience at the executive level.
4. A successful record of employment and achievement in these fields.
5. Indoctrination in the Du Pont company.

Now it may be that the gentlemen at Du Pont who decide what fare a mass audience is going to get and how to transfer the Du Pont image to tv on behalf of 86,000 loyal, label-loving employes have these qualifications. If they do not have substantial experience, either normal personnel policies are wrong or Standard of New Jersey is right.

The sad fact is that many executives in business with great decisions to make are singularly unqualified to make them. No sensible business would hire an amateur to do a professional job in any other aspect of the business. But in television, and indeed in many advertising functions in general, a man with little or no training is given life or death power over specialized fields.

Newspapers and magazines learned long ago that, if they were to maintain standards of information, education and entertainment, they had to divorce sales and advertising from editorial content. Why should the advertising media of the airwaves be different in philosophy from the printed media?

■ When the hue and cry from the fellows who are out to protect their prerogatives and jobs is over, the good advice of AA during the fall ANA convention will be heeded: give up the horrible responsibility of editorial content in television lest it rise and destroy you.

Meanwhile, if there is a critic who believes that he is more capable of determining programming standards than the pros with a lifetime of experience, let him first present his credentials and qualifications before he is heard. #

	1955	1956	1957	1958	1959	1960 (projected)
Sales	$511,417	$608,189	$636,549	$439,083	$541,152	$536,000
Gross Income	76,618	91,397	95,706	63,379	82,031	82,000
Administrative Expense	24,933	30,530	30,315	24,233	27,203	30,000
Office Salaries	12,549	16,214	12,862	10,030	12,822	16,000
Other Office Expense	12,474	14,316	17,453	14,203	14,381	14,000
Sales Expense	12,374	19,264	15,622	18,954	23,621	12,000
	Included Account Executive Expense			7,963	9,356	
Total Expense	37,317	49,795	45,937	43,178	50,824	42,000
Operating Profit	39,331	41,601	49,767	20,200	31,207	40,000
Net Profit	43,951	46,963	50,376	19,785	31,819	43,000
% Net Profit to Sales	8.5%	7.7%	7.9%	4.5%	5.8%	8.2%

Behind these figures is a record of hard work, wisdom and self-sacrifice of which any agency man may well be proud.

■ The following items are included in Administrative Expense:

Office Salaries; Rent; Depreciation; Automobile Expense (not included in Sales Expense); Telephone and Telegraph; Legal and Auditing; Office Supplies; Taxes; Membership, Dues, Subscriptions; Postage; Repairs and Janitor Service; Utilities; Insurance; Donations, and Miscellaneous. #

Agencies Ask Us . . .

Actual Figures for Six Years on a Half Million Dollar Shop

By Kenneth Groesbeck
Advertising Agency Consultant

This week I am immeasurably indebted to a midwestern agency head who sends me the figures shown below for his 1955-1959 operation, together with his projection for 1960. This is a two-man shop with bookkeeper and two stenographers. The principals do all creative work, including layouts, copy, production, and contact. They schedule as high as 800 newspapers once a week with small copy, and make money. "How?" asks the accompanying letter, and answers, "System." To which I will add, with my respondent's permission, hard work, experience, and wisdom.

Kenneth Groesbeck

I must quote from the letter accompanying the figures; it is so thoroughly sound. The agency has been operating for 30 years. Now hear this:

"In any business, there is hardly anything that will take the place of experience. In my opinion, it is practically impossible for two advertising men to make a success of the agency business unless one of them has a good understanding of accountancy. Ours is a business of allowable percentages, and you must to the best of your ability live within these percentages if you expect to be successful."

■ Now for my comments on the figures below, with special reference to my 5-2-3-2-3 formula, which allocates such a breakdown of the agency's theoretical 15% gross income to Overhead, Contact, Plans and Copy, New Business, and Profit, in that order.

Where the formula suggests 5% for Overhead ($27,340 of the agency's gross income of $82,031) this shop hits it on the nose with $27,203. They call it "Administrative Expense." References are to the 1959 figures.

Where the formula suggests a total of 7% for Contact, Plans and Copy, and New Business, this shop spends only 4.3%—$23,621 against recommended $38,276. That's what you get when the principals do all the work. No wonder, then, that the profit shown, $31,207, is 5.7% compared with the recommended 3% or $16,404.

Here we have a so-called "discretional amount" with which the principals will increase their modest $12,822 listed as "Office Salaries" or increase their working capital, or reward their three associates by means of profit sharing or bonuses.

■ Still referring to the 1959 column, note that the $82,031 is almost exactly 15% on sales. Of the varying figures called "Operating Profit" and "Net Profit," my kind contributor observes: "Unbilled payables that eventually, according to the Treasury Department, have to yearly be transferred to profit. How many youngsters," he wonders, "ever heard the words 'Unbilled payables'?" Not me, anyhow.

According to the 1960 projection, "Account Executive Expense" which formed a portion of "Sales Expense" for 1958 and 1959 is to be abandoned. Evidently the partners were unable to find anyone who would pull his weight in the boat as heartily as they did. That's understandable.

Salesense in Advertising . . .

Twelve Reasons Why I Like This Ad

FREEDOM
FROM
DANDRUFF
Regular use of new BRECK BANISH Dandruff Treatment Shampoo frees your hair and scalp of dandruff and leaves hair clean, refreshed and shining. For both men and women.
Beautiful Hair
BRECK BANISH
DANDRUFF TREATMENT SHAMPOO

By James D. Woolf
Creative Consultant

• **1.** The kind of product being advertised is immediately revealed. No attempt is made to obfuscate the reader with a meaningless trick headline and illustration. Hence the ad is *selective* and seeks only to capture the attention and interest of those women who are troubled with dandruff. This procedure automatically screens out the non-prospects. All truly effective advertising, in my opinion, is sharply selective.

James D. Woolf

• **2.** The consumer, in a sense, does not buy products; she buys *benefits*. Of interest to her is not what the product *is* but what it will *DO* for her. This advertisement boldly plays up the big benefit in the headline. This principle of effective advertising seems simple enough, but it is amazing how many advertisers seem not to understand it.

• **3.** The brand name is visible at a glance. Some advertisers do not display their brand names in their advertising. I fail to see what is gained by this procedure. Brand name and package identification at the point of sale is an asset of tremendous importance.

• **4.** The copy is credible and easy to believe. Any advertisement that challenges the reader's credulity and common sense is a bad advertisement—over the long haul; it takes a little time, but eventually the consumer catches up with products that do not live up to advertising claims.

• **5.** The illustration is attractive and *relevant;* the advertisement obviously refers to beautiful hair.

• **6.** The advertisement, considered as a whole, is restrained and dignified. It is in good taste and in no way offensive to the most sensitive reader.

• **7.** The product is not hailed as an amazing "miracle."

• **8.** The layout is not cluttered or complicated. Many layouts are almost as hard to figure out as a Chinese puzzle.

• **9.** No references to competitive products are made; the copy sticks strictly to its own knitting.

• **10.** In the copy I do not find a single superlative.

• **11.** The price of the product is stated: "4 oz. 80¢—8 oz. $1.50." A service to the reader too often ignored by many advertisers.

• **12.** The advertisement does not promise more than the product can deliver. The first sentence of the copy is as follows: *"There is no absolute cure for dandruff."*

A competent ad—honestly and expertly executed. #

Compliments of its citizens:

A dynamic, busy port for Toledo

Getting things done is a habit with Toledoans. While other ports along the St. Lawrence Seaway have met with varying degrees of success in obtaining money for development, the Port of Toledo has been assured of such funds since 1955.

Toledo was the first Ohio city to set up an autonomous port authority. Its people have *twice* voted upon themselves a special tax for its support. That's why the Port of Toledo was ready and waiting when the St. Lawrence Seaway opened. And, that's why last year was easily the Port's biggest. Not only was it a year crammed with site development, cargo promotion and facility expansion, but its overseas cargo increased 275% over 1958.

Civic trail-blazing is not new to Toledoans. When a new ultra-modern express airport was needed, they voted to pay the entire cost themselves—an unprecedented move which prompted an appreciative letter from President Eisenhower.

Toledo—market on the move. Clearly, getting things done is a habit with Toledo. You see expansion, new construction and activity everywhere you look. And, with a trading area population of over one million and a net effective buying income of over 2 billion dollars, the Toledo Market offers advertisers a marketplace of unusual opportunity. Fortunately, The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE *One of America's Great Newspapers*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

The Peeled Eye Department . . .

Look Son, No Rocker!

By Dick Neff

Mom Gets Jazzy New Footrest

Lovers of motherhood and fine art will receive a Real Message, no doubt, from the ad for Pearl-Wick—perhaps we should say Mother-of-Pearl-Wick—shown here.

Robert M. Dillon of International Statistical Bureau Inc., New York, sends it along with this comment:

Dick Neff

"The enclosed advertisement came from a trade magazine—the April, 1960 offering of *Curtain and Drapery Department Magazine*, by name. I wonder if she'll turn up next extolling the virtues of Pearl-Wick hampers."

Enough to Drive a Man to Drinkless

To everyone who questions the taste of some of today's advertising we recommend a short course in yesteryear's advertising, such as is contained in a couple of recent books on the subject.

"Goodbye to Gurgle
—farewell to Drool!"

Bill Snyder, of 3516 N. Hamlin Ave., Chicago 18, sends along a prime example, too, the Drinkless pipe advertisement illustrated here in all its glory, from the May, 1926, issue of *Theatre Magazine*.

Says Bill: "Could any copy be more appealing?"

Honesty Is the Best Policy

A correspondent with the interesting, mysterious name, Nona, writes enclosing the Connecticut Mutual Life ad, shown here, from the *Los Angeles Times*.

Nona asks: "How would you title the enclosed . . . HOW TO GET AHEAD IN ANY BUSINESS? BTO'S SUCCESS SECRET? THE INADVERTENT TRUTH"?

Copy includes this paragraph (italics are Nona's):

"Mr. Goldsmith's thorough knowledge of the life insurance business, *his dedication to its principals*, and his truly outstanding sales record have established his reputation as one of the foremost life insurance men in the nation."

We really warm up to this sentiment and to the name of the principal, which appears under the logo: C. Carlton Coffin Jr.

Ad-ecdote Department

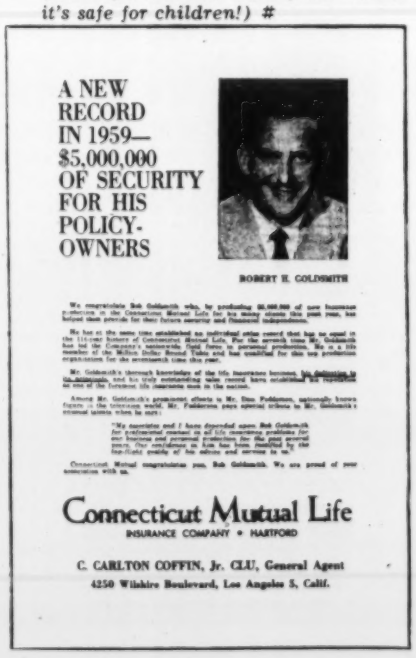
"About 10 years ago, while with Y&R in Toronto," writes Andy Halmay of L. W. Frohlich & Co., "we had Borden's many products and were doing our best to promote Borden's Evaporated milk. The firmly-established competitor was, of course, Carnation.

"One day, the Borden's account executive discovered that his wife had bought Carnation for their baby's formula. 'For goodness sake,' he exploded, 'where is your loyalty? Why don't you buy Borden's Carnation—it's just as good!' "

Contact Man Puts Self in Copywriter's Stockings

The cartoon shown here was conceived and drawn by, of all people, an account representative.

Fifth Revision
Headline: More Delicious!
Sub: . . . and more miles per gallon, too!
(Box): Now science brings you greater digestibility and richer lanolinizing content with no loss of legroom! (Good for kitchen odors, too . . . and it's safe for children!) #


A NEW RECORD IN 1959— $5,000,000 OF SECURITY FOR HIS POLICY-OWNERS
ROBERT H. GOLDSMITH
Connecticut Mutual Life
INSURANCE COMPANY • HARTFORD
C. CARLTON COFFIN, Jr. CLU, General Agent
4250 Wilshire Boulevard, Los Angeles 5, Calif.

What They Were Saying 25 Years Ago . . .

Headlines in Advertising Age (AA, April 27, 1935):

"Ralston Purina signs Tom Mix for third year"

"Gillette offers fight ducats in $500,000 drive"

"Calox prizes include dental work"

Classified ad run by Lever Bros. in four New York newspapers as a test of classified ad effectiveness (AA, April 13, 1935):

"Sweetheart—I do love you, but if you have never used Lifebuoy, send a clipping of this notice with your name and address to Lever Bros. Co., Dept. W-93, Cambridge, Mass. Two full size cakes will be sent you without cost."

The Consumers' Committee of the National Advisory Council on Radio in Education, in an announcement of its news weekly radio program, "More for Your Money" (AA, May 6, 1935):

"The consumer is a blind-folded man in a dark cellar hunting for a black cat that isn't there. Of all economic illiterates, he is public dunce number one—the despair of honest merchants, honest money lenders, honest doctors—the easy prey of all the rest.

"The program is designed to help the consumer to know what he is buying, to look for understandable grades and labels, to demand the truth in plain language, to avoid the panaceas of quack money doctors and to get more satisfaction per dollar spent."

Tom Wallace, editor of the Louisville Times, in an address at the University of Missouri (AA, May 6, 1935):

"The somewhat prevalent notion that advertisers are the greatest cause of newspapers not being free is, so far as my experience informs me, erroneous.

"I witnessed recently the case of a newspaper expressing passionately in its editorial columns the hope that Henry Ford would be boycotted and made bankrupt because he did not sign the automobile code and apply for the Blue Eagle. The newspaper had carried and it does carry Ford advertising."

Robert E. Weaver, new president of the Baker Sales Assn., in a convention speech wherein he decried machine slicing of bread as a deterrent to consumption (AA, May 6, 1935):

"The man accustomed to three slices of toast sticks to three slices, although, by machine slicing, the slices are thinner."

Learning from the Retail Ads . . .

The 'Naturally Competent' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

There are only three selling forces on earth. They are display (with good selling signs), salesmanship, and advertising. Advertising as a selling force is professional selling multiplied. Selling is the art of inducing or persuading someone to exchange something he has for something else. The simplest sublimation of the good ad resolves to requirement for interest impact, persuasive power and lucid communication.

These are all simple, well-supported truths that undergird the basis of advertising wisdom and advertising strength.

They have escaped many "professional" advertising people who have just—as a matter of course—turned to the creation of advertising without making any attempt to resolve advertising's body of truth into any set of academically and practically supportable standards.

This is why sometimes a "rank amateur" may come up with a highly capable "professionally competent" ad. For the good ad is the vernacular of the good or natural salesman's desire to serve.

■ This ad is professionally competent. It could be better, with an understanding of the proved great headline ingredients. But it sounds to me as though it were simply the sincere selling and service-rendering copy of a man who knows why he is in business. (Advertising people often haven't figured out why the people they serve are in business. The first or essential requirement is not to make a profit, which is an old concept. A business exists to make customers—its only *major functions* are marketing and innovation. All other functions are corollary or supplementary to these two. Profit is a measure of how well the business succeeds in making customers. Profit must be made to cover the risks of doing business and to create more capital for innovation and growth. A corporation exists to serve. AT&T, for instance, exists to make customers, and to continue to make and serve customers. It is not a business for the making of profit, but it makes a profit—necessarily. The profit is an index to its success in serving.)

"Where Gift Shopping Is FUN Again!"
SEA CAPTAIN'S CHEST
FISHERMAN'S WHARF
PR 6-2146
OPEN SUNDAYS and EVENINGS
and daily from 10 A.M. to 11 P.M.
311 Jefferson
REMODELING SALE
We are remodeling and expanding. Soon we will open a lovely store with twice our present floor space. Meanwhile, the sound of hammers and saws is terrible. So, we are having a remodeling sale which we hope will add the merry chime of cash registers to the general din.
INVENTORY REMODELING, TOO!
Inventories, like store fronts and brass spittoons, get out of date. After checking our inventory and digging out many things we didn't even know we owned, we wondered: "What smooth-talking itinerant peddler sold us THOSE?" "Where were our glasses when we selected THIS lovely bauble?" While the carpenters are remodeling the store, we are going to remodel the inventory.
50% COUNT 'EM 50% OFF
• LAMPS
• GLASS
• PLAIN JUNK
• FANCY JUNQUE
Not all items—of course—are on sale. Those that are are cut to the bone and beyond. Each one is clearly marked with the sale price. Special tables of sale goods are groaning with treasures at pin-money prices. Come hear the hammers, listen to the old saws and take advantage of our giant remodeling sale.
(P. S. Please feel free to buy things which are not marked down, too!)
OUR LOSS IS OUR LOSS
sea captains chest

This is an excellent ad, despite the ordinary headline. Read it. It all makes sense. The display matter tells the bones of the story. Bargains are offered. The reason is given. Desire could have been whetted more. Almost anyone would like the man who wrote this. That's good for an ad, too.

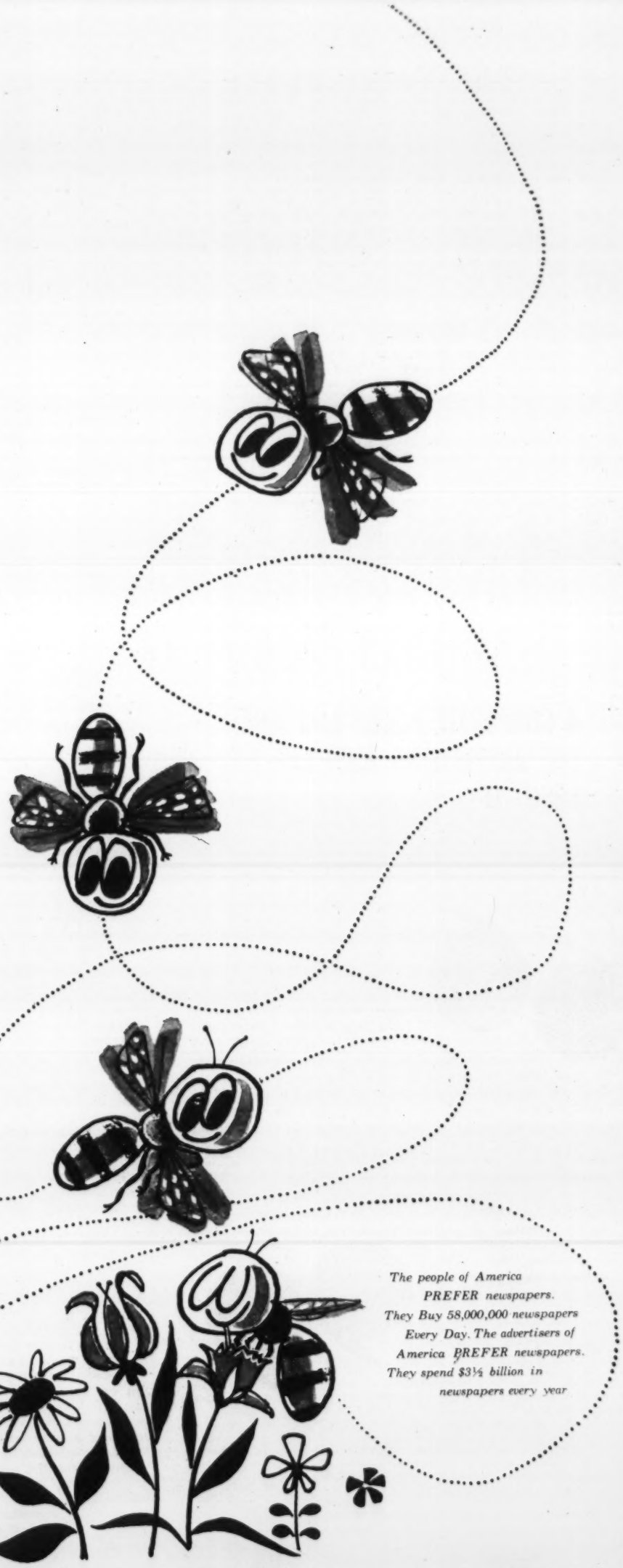
Congratulations to the SEA CAPTAIN. I'll bet the ad pulled. #

what's humming in miami?

No newspaper gets to be tops in advertising linage unless it delivers the goods. **THE MIAMI HERALD** is 2nd in the nation for the third straight year.

Not surprising! Because populous **SOUTH FLORIDA*** is a honey of a **NEWSPAPER MARKET** . . . and **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

Want to be in clover? Schedule The Herald!



The people of America PREFER newspapers. They Buy 58,000,000 newspapers Every Day. The advertisers of America PREFER newspapers. They spend $3½ billion in newspapers every year

The Miami Herald* *America's 12th largest retail market—$2½ billion sales*

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Believes Changes in Auditing Practices Should Be Put on an Optional Basis

To the Editor: I must say that I am entirely in agreement with Donald V. Buttenheim, president of Buttenheim Publishing Corp., in his statement made at a talk at Industrial Marketing Club of St. Louis which was noted in the April 18 issue of Advertising Age.

To quote Mr. Buttenheim, "I am concerned that at the very time we should be trying to encourage more publishers to join ABC or BPA, we may be forcing some now in to drop out because they wish to avoid the increased expense involved."

This is in complete accordance with my thought on this same matter. We are all trying to improve the stand of the publishing industry, and getting all publications audited is an important step in that direction. However, when we consider that 60% of the business papers which are distributing 38% of the total circulation of business papers are not audited, we are definitely not in good shape. The auditing bureaus were created to help both the publisher and the advertiser do a better job. However, when it gets to a point where it is helping the advertiser do a better job and causing the publisher to be completely harnessed, it is no longer a service to either the publisher or the advertiser.

I am very much in favor of many of the recent changes made in auditing practices. However, they should be made on an optional basis so that the publisher with limited resources can still obtain an audit and not place himself in a position of operating a non-profit organization. After all, how high can advertising rates go? If some of the changes that are being contemplated are made into the rules of the audit bureaus, we may find out.

Robert L. Rudd,
Circulation Manager, Pit & Quarry Publications, Chicago.

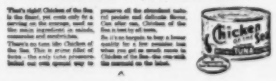
• • •

Shrewish Female in Ad Annoys Male Reader

To the Editor: The enclosed advertisement is from the *Long Beach Press-Telegram* and annoys me in several ways.

First, the ad is unbelievable. The scene is portrayed at the check-out stand of a supermarket where everybody knows that little if any personalized selling is accomplished, yet here is an irate customer demanding service although

"Young man, I want nothing but the best... I want Chicken of the Sea Tuna!"



she has not yet purchased any merchandise. What is she screaming about? Here the story is not clear. He hasn't offered her any competitive brand so we have to assume that either he suggested one in answer to a question or else she just stalked into the store brandishing her umbrella and raising hell.

Second, the customer's manner offends me as a male, although I couldn't guess what reaction a housewife might have. Recalling a recent article in Advertising Age which mentioned that gross margin of food products has increased 6%, it still burns me up to realize how efficient supermarket merchandising is and how much higher would be the margin if we had to cater to self-centered neurotics that demand personalized attention.

The rest of the copy isn't too bad but ordinarily the ad would have lost me 'way back there while I was smouldering over the injustice rendered by this old crow stabbing the poor defenseless clerk all the while making the rest of the people wait and increasing my food bill to boot.

Harry Myers,
Seal Beach, Cal.

• • •

A Watery Brew May Explain the World's Woeful State

To the Editor: As a long-time reader of Jim Woolf's peppery columns in Ad Age, I have been concerned of late to note that the master appears to have lost much of his old touch. Sense of humor vanished, irritable, touchy, unable to get right to the point as he did some time ago. Thought the years might have started to catch up on him.

Was happy to note that the key to his problem is revealed in his column of April 11, in which he asks, "What Is an 'Honest' Cup of Coffee?" It is regrettable, but true, that he is but one of millions of Americans who have lost the answer.

Jim contends that he personally prefers coffee in his coffee, but "my wife dilutes hers with a generous portion of hot water." One cannot help wondering how many mornings Jim has been obliged to head for work steadied only by a cup of that weak, watery brew instead of the two or three cups of hefty, hearty coffee his system craved. And with never a word of complaint.

Jim readily admits to being aroused to the point of fury by the League of Honest Coffee Lovers advertisements admonishing him to rebel against this outrage. Far more easily said than done, of course. "Against whom are we to fight?" he asks plaintively. "Our wives? What nonsense!"

The thought obviously frightens a gentleman of the old school. Belt her with the percolator? Dump that cup of watery coffee smack on top of her lovely head as did the hero of a recent series of ads for Chock Full O' Nuts coffee? Never!!

The solution to your problem is much simpler than that, Jim. Break loose with a dime, send it to the League of Honest Coffee Lovers and they'll set the little woman straight on how to make a cup of coffee that'll warm the cockles.

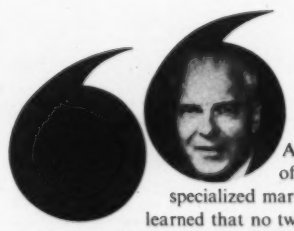
This is straight advice, my friend, and believe me you need it badly. Our wily foes really have you pretty well in their power when you can dash into print and claim that the coffee served in drug stores today is "pretty darn good."

Join the League today, Jim. It's not too late. Don't accept another

$ $ $ $ $ $ $ $ $ $

A CORPORATE NEED—AND WHAT THE ADVERTISING MAN CAN DO ABOUT IT

By Ray Mithun, Pres., Campbell-Mithun, Inc.



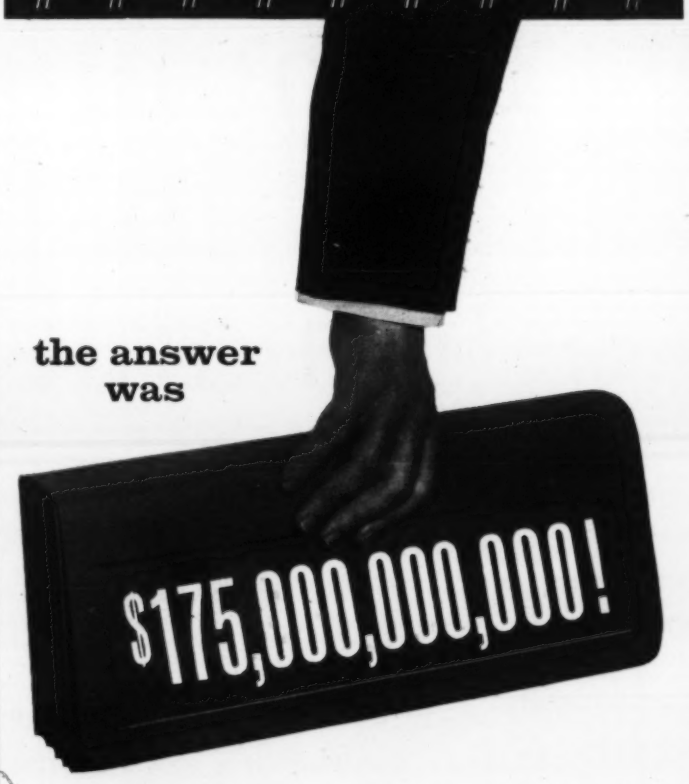
As mass-communicators we invest most of our time solving our clients' highly specialized marketing problems. In this respect, we've learned that no two sets of corporate problems are quite the same in any two companies. » » » » But we do know of one need every corporation faces, a need so important it is invariably the special province of the company's president. This is the corporation's constant need for money—a need never permanently satisfied in the successful company. » » » » Money, after all, is what the corporation is all about, since finance is at the beginning and end of every successful corporate trail. Recognizing this, and recognizing that advertising can help the president in this area too, can be a vital step for the advertising man whose motto is *complete* service. For the success of the job the advertising man does in the financial community will help determine how much of a job the corporation is able to afford in the product-buying communities.

SPONSORED BY BARRON'S, THE NATIONAL BUSINESS AND FINANCIAL WEEKLY

$ $ $ $ $ $ $ $ $ $

$ $ $ $ $ $ $ $ $ $

the answer was



In a questionnaire sent to every 17th name on the Barron's subscriber list, Benson and Benson, independent research specialists, asked this question: "Do you manage or influence the flow of institutional funds?"; and then, "If yes, would you estimate the approximate total value of such funds that you manage?"

Applying the answers to the circulation from which this sample was taken, you come up with these remarkable facts:

- Barron's subscribers manage such large sums of money that their total is greater than $175,000,000,000!
- The average fund managed by this select group is more than $17,000,000 per man!

What an advertising audience this is for the wide-awake corporation. In this one publication, the corporation can sell its ideas, policies, products or services to the really influential core of the financial community. The huge sums others entrust to Barron's subscribers are truly indicative of their positions and influence in the world of money.

We think you'll be interested in some other facts about the people who read Barron's. Information about their ages, wealth, incomes, occupations and influence has been assembled from the Benson and Benson report and is available in an easy-to-read booklet.

For a copy, write or call any Barron's office.

BARRON'S

...where advertising, too, is read for profit!

NEW YORK 50 Broadway | CHICAGO 711 W. Monroe St. | BOSTON 388 Newbury St. | LOS ANGELES 2999 W. 6th St. | CLEVELAND 1325 Lakeside Ave.

A Dow-Jones Publication

$ $ $ $ $ $ $ $ $ $

Phyllis loses her first race!
TYPING TIME 15 MINUTES
Phyllis Alchis, National typing champ*
COPEASE TIME: 20 SECONDS
Copease photocopier, National copying champ

AND COPEASE NEVER MAKES ANY MISTAKES

Copease! More reliable than the human hand. Copies everything on p[illegible]s, pencil and

*PHYLLIS is a good scout. She knew she had to lose when she r[illegible] Truth About Office [illegible]

Phyllis loses her first race!
TYPING TIME: 4 MINUTES
Phyllis Alchis, National typing champ*
COPEASE TIME: 40 SECONDS
Copease photocopier, National copying champ

AND COPEASE NEVER MAKES ANY MISTAKES

Copease! More reliable than the human hand. Copies everything on paper, even colored inks, pencil and ballpoint signatures. Quiet. The photocopier that really saves paper.

*PHYLLIS is a good scout. She knew she had to lose when she read "The Truth About Office Copying." MAIL COUPON OR CALL TODAY FOR FREE BOOK.

COPEASE CORPORATION, 425 Park Ave., New York 22, N.Y. DR-6
DISTRIBUTORS IN PRINCIPAL CITIES.
REGIONAL OFFICES:
New York, 425 Park Ave., PLaza 3-8892
Chicago, 228 N. LaSalle St., STate 2-1383
Los Angeles, 3071 W. Sixth St., DUnkirk 8-2881

Gentlemen: I would like to have a 3-day FREE TRIAL of Copease in my office—without obligation ☐.
Please send me a FREE copy of "THE TRUTH ABOUT OFFICE COPYING MACHINES." ☐
Name Pos.
Address
City Zone State

The Summer's Heat Must Have Sapped Phyllis' Vitality

To the Editor: Can't help being amused by two ads I just ran across in last year's *Dun's Review & Modern Industry* by Copease Corp., manufacturer of an office copying machine.

Both ads are identical in illustration and copy, except for the illustration captions. Captions compare the speed of the copying machine against the speed of Phyllis Alchis, national typing champ. The tag line is "Phyllis loses her first race!" In the June ad, Phyllis' typing time of a piece of copy was four minutes, while the copying machine reproduced it in 40 seconds. Same ad three months later, in September, Phyllis took 15 minutes to type a piece of copy that the copying machine reproduced in 20 seconds.

Now my question is—did the copying machine double its speed in three months, or is Phyllis losing her touch?

Nat Kameny,
President, Kameny Associates, New York.

cup of that watered-down excuse for coffee. Countless others are standing up and being counted every day. The League membership card in your wallet will help bolster your courage. You'll recapture your sense of humor and you'll be a far better man and advertising critic for it.

James P. Quinn,
Editor, The Tea & Coffee Trade Journal, New York.

• • •

Bookseller Feels Mr. Kenyon's Statement Is a Retreat

To the Editor: The statement of Robert Kenyon Jr., president, Magazine Publishers Assn. (AA, March 28), is certainly a masterpiece of contradiction. The whole statement seems to be pervaded by the "not me" theory, but the assertion that the attacked periodicals do not belong to the MPA is definitely erroneous. On the three different lists circulated in Chicago (one of 56, the next of 65, and the last of 150 banned magazines) are the publications of such illustrious publishers as: Fawcett Publications; Macfadden Publications; U. S. Camera Publishing Corp.

You mean that these do not belong to the MPA? Unfortunately, the convicted, and there have been plenty, are not the publishers, but the poor newsstand dealers who had to go through harassment and expense, not because of obscenity, but because a well-defined minority insists on trying to tell the majority what to read and what not to read.

These busybodies have felt like attacking the right to read in itself for the last 1,000 years. If they had succeeded in getting the above mentioned 150 different magazines off the newsstands, they would have attacked a second group of 150 magazines, and so on. Let's remember that when our ally, Franco, was handed the government of Spain by his buddies, Hitler and Mussolini, one of his first actions was to storm book and magazine dealers, banning *all* publications with the exception of prayer books. This is the real purpose of the censors—gradually to reduce this country to a one-book-reading-nation.

As well meant as the statement of Mr. Kenyon may be, it amounts to a retreat, when an out-and-out attack on the forces of the dark ages was warranted.

I take exception, especially, about whom to make liable for obscenity. Standards have changed quite a bit in the last ten years, and no two people will agree on what is obscene. Without exception, no magazine ever has come up in a court trial which really deserved to be condemned. We may have different publishers producing magazines containing material of different tastes. The Constitution, however, does not permit any person or group to dictate to anyone what his tastes should be. The public does not need to be protected from "bad" reading, but from self-appointed do-gooders who consist of (1) crackpots, (2) frustrated persons, (3) stooges for all kinds of rackets and (4) illiterates.

Save me from my saviors, said the German philosopher before he shot himself when he was only nineteen years old.

William Ostfeld,
Bookseller and Publisher, Chicago.

Fawcett and Macfadden are MPA members. U. S. Camera is not.

'Readership Study Schedules' Aids Market Research Directors

To the Editor: I would like to compliment ADVERTISING AGE on the very worth while contribution made to all marketing research directors when you published "1960 Ad Readership Study Schedules" on Page 72 of your April 11 issue.

This is the kind of feature that really makes ADVERTISING AGE one of the most valuable publications that cross my desk.

Gordon A. Hughes,
Director, Marketing Research, Scott Paper Co., Chester, Pa.

SERVICE IS MORE THAN JUST A WORD AT LAKE SHORE ELECTROTYPE DIVISION

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES • REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

OMNIA OKLAHOMA DIVISA EST IN DUAS PARTES

Julius Caesar did not put it this way, nor was he concerned with consumer and newspaper markets. *(Imagine the dilemma of publishing thousands upon thousands of hand written scrolls each day.)*

The fact is that, today, Oklahoma is divided into two newspaper markets, Tulsa and Oklahoma City. Newspapers in both cities serve their area well but . . .

The Tulsa World and Tribune

stand out as the preferred newspapers by advertisers of all types. You needn't take our word for it though. Media Records linage figures shown for 1959 clearly manifest the preference advertisers have for the Tulsa World and Tribune in every major classification.

COMPARATIVE ADVERTISING LINAGE
TULSA WORLD & TRIBUNE—OKLAHOMA CITY OKLAHOMAN & TIMES—YEAR 1959

	Tulsa World and Tribune	Oklahoma City Oklahoman and Times*	World-Tribune Lead
Retail Display	27,322,886	17,683,600	9,639,286
General Display	4,874,266	4,616,445	257,821
Automotive Display	2,336,060	2,320,505	15,555
Financial Display	760,002	490,144	269,858
Total Display	35,293,214	25,110,694	10,182,520
Classified	10,308,582	9,380,638	927,944
Total Advertising	45,614,201	34,501,749	11,112,452

*Includes 1,991,098 lines of advertising not running in all editions.

Source: Media Records

For More Business, Use the Oil Capital Newspapers

TULSA WORLD TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

On GOVERNMENT SQUARE . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .
267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Oertel Reddy Mudgett

Hulse Bowyer Ackerman Arthur

SHOP TALK—*Discussions between sessions at workshop on advertising to business and industry, sponsored in New York by Assn. of National Advertisers, brought together Paul L. Oertel, of Allied Chemical Corp.; Joseph A. Reddy, of Brown Co.; Fred A. Mudgett, of Hertz System, John H. Hulse, of Airkem Corp.; David C. Bowyer, of L. E. McGivena & Co.; Edward G. Ackerman, of Nopco Chemical Co., and Henry A. Arthur, of Pitney-Bowes.*

Creating Empire Is Costly, Metropolitan Prospectus Shows

NEW YORK, May 3—A succinct picture of the inside of a rising communications empire is revealed in the prospectus of Metropolitan Broadcasting Corp., which recently announced that Kuhn Loeb & Co. and Carl M. Loeb, Rhoades & Co. is offering $6,000,000 in 6% convertible subordinated debentures due in 1975.

Metropolitan owns four tv stations—WNEW-TV, New York; WTTG, Washington; KOVR, Stockton-Sacramento, and WTVH (a uhf station), Peoria. It also owns three radio stations—WNEW; WHK, Cleveland, and WIP, Philadelphia. It has contracts to buy Prairie Television Co., which owns WTVP, Decatur, Ill., and World Wide Broadcasting System, which owns WRUL, New York, an international radio station. In March it bought Foster & Kleiser, San Francisco, which it calls the second biggest outdoor advertising company in the U.S. and the largest in the four western states in which it operates.

The prospectus shows that Metropolitan (WNEW, WNEW-TV, WTTG and WHK) had income of $14,174,487 and net income of $1,552,463. Foster & Kleiser division is reported with an income of $18,184,083 and a net of $868,798. Hilltop Broadcasting and Television Diablo (WTVH and KOVR, respectively) reported income of $1,485,575 and a net loss of $64,767. WIP Broadcasting reported an income of $1,526,556 and a net loss of $86,506. Prairie Television and World Wide Broadcasting was reported with an income of $856,892 and a net loss of $11,425.

■ The prospectus reports the price paid for various parts of the communications enterprise: WNEW was acquired in 1957 for $5,160,800; WHK in 1958 for $700,000; WTVH in 1959 for $315,000 plus assumption of $295,000 in promissory notes; WIP in 1959 for 150,000 shares of Metropolitan stock plus Metropolitan's assumption of about $1,200,000 in liabilities—a bank loan of $972,467 and $1,060,000 in 6% subordinated notes due in 1973; and also in 1959, the company agreed to acquire 789,184 of the outstanding 817,311 shares of common stock of Television Diablo, owner of KOVR, from Gannett Co. for $1,391,000 and the acquisition for $1,506,879 of a subordinated open book account owed by Diablo to Gannett Co. for the same amount. Holders of 28,127 shares of Television Diablo received the same price offer, and in February of this year Metropolitan owned 98.02% of the stock.

For Foster & Kleiser, the company paid $13,627,125 with an agreement to adjust the price subject to a post-closing audit of the net assets, and the prospectus says the company will probably have to pay W. R. Grace & Co. another $450,000 pursuant to the agreement as an adjustment of the purchase price.

The price on its pending acquisitions: WRUL will cost $800,000, three quarters of the price payable in instalments until 1968. WTVP will cost $162,548 plus acquisition of $180,000 in debentures and a $151,852 promissory note for the principal amount of them, and a Metropolitan guarantee of a Prairie promissory note for $75,600.#

P&G Uses Only TV for Secret

Procter & Gamble Co. currently is promoting Ice-Blue Secret, its new deodorant, on four network television shows, and with tv spots in most major markets. The four shows are "Wyatt Earp," "Bourbon Street Beat," "The Detectives" and "The Real McCoys," all on ABC-TV. National advertising for the product started in February. Leo Burnett Co., Chicago, is the agency.

Boivin Elected President

Marius Boivin, advertising manager of E. R. Squibb & Sons of Canada Ltd., Montreal, has been elected president of the Pharmaceutical Advertising Club of Montreal.

Burns Detective Ads Push Service to Managements

NEW YORK, May 3—William J. Burns International Detective Agency is again using national business publications to promote its security services with managements. Burns first launched a national campaign after being impressed with the results of a test ad which ran in the *Wall Street Journal* the previous fall. Using b&w pages throughout 1960 in *Dun's Review, Fortune, Industrial Security, New Front* and *U. S. News & World Report*, Burns is attempting to sell decision-making executives on its services.

A page ad in the April issue of *Fortune* carried the headline, "It pays to let Burns mind your business." Subheads say, "Burns lowers security costs, frees administrative time, analyzes changing needs, enforces rules objectively, ends absentee problems."

Burns, which has "offices in principal cities throughout the world," advertises only in the U. S. It will use direct mail to support its print campaign.

Fletcher, Richards, Calkins & Holden is the agency. #

Steel Companies Spent $2,405,469 on Steel Strike Ads

American Newspaper Publishers Assn., New York, reports that the nation's steel companies spent $2,405,469 on newspaper advertising last year to argue their case in the steel dispute.

The United Steelworkers of America paid $1,359,524 for newspaper ads to present its side to the public, the association said.

Perry to Simmons-Boardman

Simmons-Broadman Publishing Corp., New York, has appointed Bernard L. Perry corporate promotion manager. Mr. Perry was formerly associate director of promotion and merchandising of *Reader's Digest*.

This man is "Ready-to-Buy"

Coming soon . . . a new way to reach your most valuable market . . . the people who are "Ready-to-Buy!"

For lease on a three year contract the reverse side of these three panel highway displays. Each panel 18" x 10'. Material baked enamel. Your uniform copy in any color desired. Approximately 125 of these displays located through booming Central and West Coast of Florida. All are on major highways with heavy tourist traffic from every State in the Union and heavy local traffic. Price $9 per month, net to us, for each three panel display. No alcoholic beverages.

Florida Outdoor Advertising
P. O. Box 1905
Sarasota, Florida
Phone El. 56728

Role of Brands in Economy Not Understood: Abt

Tells Brand Names Group People Unaware of Huge Investment, Pioneering

NEW YORK, May 6—There is still danger that national brands' function in the economy is misunderstood, and the Kefauver hearings reinforce the notion, Henry Abt, president of Brand Names Foundation, told the BNF's annual meeting today.

People who should be better informed "still miss (1) the fact that the people back of established product reputations have large prior investments in product and market pioneering; (2) that such investments must somehow be amortized and (3) that where others subsequently come along and exploit this pioneering by private labeling or, as in the ethical drug industry, exploiting previous expensive educational activity that brought medical men abreast of new products, the later sellers—after the research and pioneering stage—are the coattail riders of our economy."

The BNF, in the process of a complicated change in its annual fiscal year and dues calendar, still finds itself on a tight budget. It suffers, Mr. Abt said, "from the persistent overestimate" of the number of companies with vital stakes in the achievement of BNF aims (he pointed out that PIB reports only 2,381 companies spending more than $25,000 a year, only 364 spending $1,000,000 or more, only 46 spending $10,000,000 or more). It also suffers, he said, from "an underestimate of what the job requires."

■ He pointed out that only the BNF, among advertising associations, operates a retail program. The importance of a retail program, he commented, is revealed by the fact that of the major advertisers "more than 95% of all the advertisers of brand identified products" cannot rely "solely on their advertising to move their products."

Brand Names awards went to 137 retailers, with Maison Blanche, New Orleans, winning the top honor among large-volume department stores; Furr's, Lubbock, Tex., the major food store award, and Parkview Drugs, Kansas City, the large-volume drug store honors.

■ Ketchum, MacLeod & Grove, Pittsburgh, has been appointed the BNF volunteer agency, succeeding Maxon Inc. This week's brand names promotion hit the usual boxcar numbers—80 magazines, with more than 100,000,000 circulation; newspapers with more than 20,000,000; 250 tv stations; radio stations reaching 30,000,000 homes; and outdoor bulletins in 32 states.

■ John H. Breck Jr., exec vp of John H. Breck Inc., Springfield, Mass., was reelected chairman of BNF. Clay Buckhout, vp of Time Inc., was elected vice-chairman. Among the directors elected were these men from advertising—Charles H. Brower, Batten, Barton, Durstine & Osborn; Robert K. Farrand, Curtis Publishing Co.; Robert E. Kintner, National Broadcasting Co.; Peter G. Peterson, Bell & Howell; Robert M. White II, *New York Herald Tribune;* James Gediman, Hearst Advertising Service; Paul Miller, Gannett Newspapers; E. S. Friendly, Westchester Newspapers, and John Poor, of RKO General, who also was named BNF treasurer. #

Last Minute News Flashes

Steering Committee of Admen Named in California

SAN FRANCISCO, May 6—A steering committee of top advertising executives has been named to assist California's state agencies in achieving greater public understanding and support for non-partisan civic matters. The committee includes Richard Ryan, president of Advertising Assn. of the West; Howard Willoughby, exec vp of Lane Publishing Co.; John Hoefer, Hoefer, Dieterich & Brown; Rod Mays, Mays & Co.; William Queale, California legislative chairman for the AAW, and Ken Boucher, West Coast vp of Assn. of National Advertisers.

Muzak Corp. Account Switches to Geyer, Morey

NEW YORK, May 6—Muzak Corp. has switched its advertising account from Donall & Harman to Geyer, Morey, Madden & Ballard. The account is estimated to be worth some $100,000 in billings.

Shulton Tests Yorktown 1781 and Cair-X

NEW YORK, May 6—Shulton Inc. is testing a high-price line of men's toiletries called Yorktown 1781 through a select group of department stores in nine markets. A boxed set of after shave lotion, cologne and talcum selling for $10 is being offered as a Father's Day test, with general distribution expected by Christmas. Elsewhere, the company began an advertising test in Rochester and Syracuse for its Cair-X, an aerosol lather baby shampoo introduced last fall on the West Coast and now in national distribution. Wesley Associates handles both products.

Slesar Moves to Donahue & Coe from F&S&R

NEW YORK, May 6—Henry Slesar, formerly vp and creative director of Fuller & Smith & Ross, has joined Donahue & Coe as vp and associate creative director, a new post. Among the campaigns he is credited with are McGraw-Hill's "I don't know who you are," the "Coffee-break" series and the Jergens Lotion "detergent hands" campaign. He is also the author of the mystery novel, "The Grey Flannel Shroud."

Brunswick Renames McCann; Other Late News

• **Brunswick-Balke-Collender Co.**, Chicago, has decided to keep McCann-Erickson as its agency for bowling and billiard products. The account bills about $1,000,000. Brunswick decided to review its ad program last February (AA, Feb. 29) and viewed presentations from Garfield-Linn & Co. (which handles Brunswick's school furniture division); Earle Ludgin & Co.; North Advertising; Tatham-Laird, and Edward H. Weiss & Co.

• **Howard W. Lederer**, eastern ad manager of *Playboy*, has been named vp and advertising director of the magazine, which is transferring its advertising headquarters from Chicago to New York. A. C. Spectorsky, associate publisher, who previously served as ad director, will now take on the added duties of editorial director.

• **Billboard** is publishing an overseas edition—a 16-page, offset issue carrying selected portions of the domestic editorial copy in English, with new ads in various languages. Weekly printing of the inaugural May 2 edition was finished Saturday morning in Cincinnati, taken via KLM jet to Amsterdam and distributed by air to all parts of Europe by Monday morning—the same time as the domestic edition is delivered. The edition also is distributed in the Pacific area and South America. Its predecessor, *Billboard International*, has been published every eight weeks in four languages for the past three years.

• **Jacqua Co.**, Detroit and Grand Rapids, has resigned Century Boat Co., Manistee, Mich., and Cruis Along Boats, Solomons, Md., both subsidiaries of Overlakes Corp., New York. Jacqua will continue to handle the accounts, which have combined billings of $300,000, until September.

• **W. W. Hitesman Jr.**, managing director of the Canadian editions of *Reader's Digest*, will move to Pleasantville later this year to head the *Digest's* recordings distribution activity. He will be succeeded in Toronto by Paul Zimmerman, general manager of the consumer products division of Canadian Westinghouse. Andy Conduit, ad director of the Canadian editions, Toronto, has been named a vp. Digest Condensed Book Club distributes for Victor Records outside U.S. and Canada. The book club has handled one Victor album in the U.S. and Canada on an experimental basis.

• **National L-P Gas Council** is dropping Bozell & Jacobs as its agency and is sending questionnaires to about a dozen agencies in its search for a replacement. Among the agencies receiving questionnaires: Campbell-Mithun; Cunningham & Walsh; Erwin Wasey, Ruthrauff & Ryan; Clinton E. Frank; Fuller & Smith & Ross; Henri, Hurst & McDonald; Kenyon & Eckhardt; Earle Ludgin & Co.; Reach, McClinton & Co., and Waldie & Briggs. When the questionnaires are returned, the council will narrow the field to six agencies, each of which will be asked to make a presentation. Final selection will be made by late July. The agency puts $250,000 into space advertising and $100,000 is spent on dealer sales aids.

• **Dick Neff**, formerly a copywriter and supervisor with J. Walter Thompson Co., New York, will join Compton Advertising in June. An ADVERTISING AGE columnist, he is author of AA's "Peeled Eye" feature.

• **Liggett & Myers Tobacco Co.**, New York, has been acquitted of the charge brought in a $1,250,000 suit by Otto Pritchard, Pittsburgh carpenter, that he contracted lung cancer after smoking Chesterfields for 29 years (AA, April 11, May 2). In Pittsburgh, Judge John L. Miller said he found "no substantial evidence to support a verdict against the defendant on any theory of negligence."

• **American Heritage Publishing Co.** has appointed Wunderman, Ricotta & Kline to handle advertising for "American Heritage" and "Horizon" magazines. The account, formerly with Frank Vos & Co., is expected to bill about $500,000.

• **Dik Twedt**, manager of research development of Leo Burnett Co., will join Visual Research Inc., Chicago, May 16 as president of its new affiliate, Faison & Twedt Inc., a marketing and psychological research company. Faison & Twedt is the former Ben Gaffin & Associates, recently purchased with U. S. Interviewing Corp. by Visual Research.

• **Assn. of Industrial Advertisers** will vote on several constitutional revisions at its annual meeting in Washington June 6, including elimination of the $25 charter fee for new chapters (to make it easier for new chapters to join).

Open-Window TV Ad Shot to Save Money, FTC Told

(Continued from Page 1)

since been discontinued.

■ Testimony put into the record by a series of key witnesses placed the responsibility for the open-window shots on the advertising agency producer assigned to the job and the head of the film company making the commercials. Between them, it was testified, they decided to make some of the shots through the open window to save money at the end of the day, when the light was beginning to fail. It was testified that neither L-O-F nor GM was aware this money-saving short cut had been used.

The man on the spot for Fuller & Smith & Ross, agency for L-O-F, was Alex F. Courtney, tv commercial producer for the series. In answer to a question by Edward F. Downs, FTC attorney, Mr. Courtney said his employment with F&S&R was terminated March 18, 1960, and he was now unemployed.

■ Mr. Courtney testified that he was present at the filming of a great many of the commercials. He said the same angle and lens were used to make the scenery shots through the safety plate glass windows in the GM cars and through the safety sheet glass windows on the non-GM cars.

Mr. Courtney said he was present when the through-the-window scenery shots were made through a rolled down window. He said he and Bernard Rubin (president of Television Graphics, which filmed the commercials) agreed to use this procedure "because of the shortness of time and the bad weather." He said that as far as he knew there was no representative of L-O-F present at the time and that he did not convey the information to anybody at L-O-F.

In November, 1959—the month the FTC started action—Mr. Courtney testified that he was called into Arthur E. Duram's office (head of radio and tv at F&S&R) and "asked point blank" if it were true that some of the safety plate glass distortion-free shots had been taken through an open window. When he answered yes, the information was relayed "to someone in Toledo," at L-O-F, Mr. Courtney continued.

■ Mr. Courtney said he knew of only one day of shooting through an open window during the 25 to 30 days when he was present. He estimated that there were about four scenes making use of the open window technique. (There are about 22 L-O-F commercials that FTC views with skepticism, though its lawyers are centering their fire on five examples.)

He said he could tell no difference in the many films taken through the safety plate glass window and those taken through the open window.

Mr. Duram, who preceded Mr. Courtney on the stand, said he was not on hand for the filming of the commercial. The L-O-F instructions, as he recalled the spirit of them, were to shoot the same scenery through the windows of safety plate glass and safety sheet glass, with the same procedures to be used at all times, and with the job to be done in a "thoroughly authentic fashion." He said he was assured by his people that these instructions had been passed along to Television Graphics.

■ In answer to a question by Mr. Downs, Mr. Duram said the agency had an agreement with CBS that all the cars used by the principals in the "Perry Mason" show, with L-O-F as a co-sponsor, would be GM makes. He said such agreements covering the use of clients' products are standard procedure in television.

Throughout these hearings William Simon, GM attorney, has spent a good deal of time attempting to divorce GM from the charges against L-O-F, on the ground that GM had nothing to do with the planning or financing of the L-O-F tv advertising on "Perry Mason" or the football games.

One commercial, placed by GM on its own show, has been included in the complaint. This "Wide, Wide World" commercial compared the advantages of safety plate glass and other glass by use of a home window demonstration.

■ David L. Quaid, cameraman for Klaeger Film Productions, which made this commercial, testified that the same glass was used in the tv demonstration for ordinary window glass and for plate glass scenes. He said that Vaseline streaks were put on the window glass to show the kind of refraction you get through window glass. The same piece of glass—the point as to what kind of glass was actually employed was not clarified—was used without Vaseline for the plate glass scenes, it was stated. The camera panned for the window glass shot and remained stationary for the plate glass shots, he said.

Mr. Quaid left the impression that no one gave him these instructions. When asked whose "bright idea" it was to use the same glass twice, he indicated the idea originated with him or some prop men. He said it was 10 p.m., already several hours overtime, and that it would have taken a couple of more hours to replace the glass in the window.

■ Robert Klaeger, head of Klaeger, said the film was made for MacManus, John & Adams and that he had no instructions except to follow the outline of the script. He said he was not present at the filming of the window glass commercial, that nobody from GM was present and that nobody had authorized him to use the same piece of glass in what was purported to be a comparison of plate glass and ordinary window glass in the home.

■ The commission's case will continue with witnesses from Pittsburgh Plate Glass Co., to be heard starting May 17 in Pittsburgh. They will reportedly be questioned about some films PPG is said to have made to show CBS in order to rebut the claims made in the L-O-F commercials, then running on the network. The CBS program practices department studied the matter and decided to continue accepting the L-O-F commercials despite PPG's complaint.

The following week the hearing will shift to Washington.

Why L-O-F Started Show: $3,500,000 to Hold GM Contract

The first witness at the New York hearings was John D. Biggers, director and chairman of the finance committee of Libbey-Owens-Ford and until April 19 board chairman of the company.

Mr. Biggers' testimony covered pretty much the same ground as that of James M. Ashley, L-O-F public relations vp, who testified at the hearings held in Toledo early in March (AA, March 7). The former board chairman was questioned concerning memos, letters and phone conversations relating to the tv advertising campaign that was started for safety plate glass when General Motors was considering shifting to a less expensive safety sheet glass.

L-O-F informed General Motors

of its plans to launch a $3,150,000 tv campaign featuring the safety glass advantages offered in the GM cars, Mr. Biggers testified. He indicated that the same offer would have been afforded to any other car maker who used laminated safety plate glass exclusively in its U. S. passenger cars. He said the advertising was designed to keep the GM business and to promote the use of safety plate glass for other cars.

■ When asked by FTC attorney Edward F. Downs if there had been any discussion with General Motors car divisions relative to their cooperation in this advertising campaign, Mr. Biggers said L-O-F merely informed them of its plans to spend more than $3,000,000 in tv if they would permit the mention of the exclusive use of safety plate glass in their cars.

In answer to still another question, he said he felt that General Motors was not participating in the campaign as it should at the outset, but later the situation improved. This point was not developed further.

However, Mr. Biggers did say he discussed the advertising campaign with Harlow Curtice, then president of General Motors; his memory of that discussion, in a "general way," was that Mr. Curtice assured him he was interested in having his (GM) people take full advantage of the campaign and would make sure that all the divisions were contacted.

■ Mr. Biggers testified that he did not know that the windows had been rolled down in some of the distortion demonstration commercials until the FTC complaint was filed. The story boards were generally reviewed at L-O-F, but not the actual commercials, because of the rush schedule required to get them to the studio, it was indicated. On the air, Mr. Biggers said, he saw every commercial once or twice and some more than twice. He left the impression that viewing the commercials gave him no inkling of any irregularities in the filming.

■ In August, 1957, Mr. Biggers said, he suggested that GM join with L-O-F in sponsoring the Perry Mason show, because he was looking for a friendly ally to join with him in trying to persuade CBS to cut out a station break. General Motors declined to become a co-sponsor.

Except for making some cars available, he said General Motors did not cooperate in the preparation of or the televising of the commercials. He said some of the storyboards might have been shown to GM divisional managers.

Producer Can't Recall; Agency Concurred in Trick

Mr. Downs' questioning of Bernard Rubin, president of Television Graphics, the company which filmed the commercials, indicated that Mr. Rubin was aware from the outset that the windows had been rolled down in some of the commercials. Mr. Rubin said he was present for the shooting of parts of all five of the allegedly questionable commercials shown to witnesses here this week to refresh their memories. But the film executive said he "didn't know" or "couldn't remember" a good many of the specifics asked him about this job, which he did "two and one-half to three years ago" for Fuller & Smith & Ross.

His first "don't remember" answer came when he was queried about the specific instructions he received from the agency about the handling of this assignment. When shown stills of distortion shots taken from the commercials, he was not completely certain whether they were windows-up or windows-down shots. Nor was he sure how many of the windows-down shots were actually used. He also had difficulty recalling specifics as to lenses and angles used in various still shots exhibited by the lawyers.

■ When Mr. Downs returned to the question of agency instructions given Mr. Rubin for the filming of the commercial, he was asked specifically if he acted with the instruction of Fuller & Smith & Ross when he filmed the commercials through the open window. Mr. Rubin replied that this was not the instruction at the beginning of the job, but he added:

"This was not as simple as that. This was done in conjunction with the advertising agency representative. It was not our sole decision."

Among the agency representatives who he said were present during the filming—though not necessarily for every commercial—were Alex Courtney, a tv-radio producer, Hal Thompson (tv and radio production supervisor) and Byron McKinney (vp in charge of tv production). He tried without success to recall some others.

In answer to still another question, he said the window was rolled down "with the knowledge of one of their [F&S&R's] agents." He identified this man as Mr. Courtney.

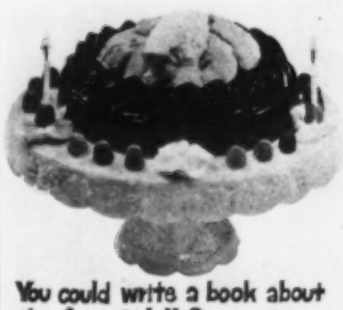
■ Mr. Rubin said he didn't know if the knowledge that the window had been rolled down in some of the shots had been conveyed to L-O-F people. He said an L-O-F representative had been on hand at the beginning of the job to observe and advise. The commission counsel did not ask if the L-O-F man was on the scene when the open-window films were shot.

Mr. Rubin said certain sequences of objects seen through ordinary safety sheet glass and safety plate glass windows were shot with the safety plate glass windows rolled down as a production economy move toward the end of the day, when the light was failing. He estimated that this decision saved about $600 to $700. (Advertising Age learned that these TV Graphics filmed commercials cost L-O-F approximately $150,000.)

■ At the Wednesday afternoon session Mr. Simon came equipped with some props that would do justice to Perry Mason himself. He brought a black-and-white-lined "zebra board," of the sort used in one of the L-O-F distortion demonstration commercials, plus two pieces of glass and a device for rotating these at various angles in front of the striped board. The pieces of glass were from auto windows—one a piece of safety plate glass from a GM car and the other a piece of safety glass from a Ford car. Mr. Rubin said he saw no distortion or dancing lines on the Zebra board when he looked through the L-O-F glass, but said he did see distortion and dancing lines when he looked through the other glass. He confirmed that these were the same results as those obtained in the zebra board shots in the L-O-F films. Mr. Simon indicated he would keep his props to stage a similar demonstration for the FTC commissioners if the case goes that far. #

Tareyton Packs Redesigned

Herbert Tareyton king-size cigarets are now being marketed in a new blue-striped white package—changed to give the tipped, non-filters a family resemblance to dual-filter Tareytons. The Herbert Tareyton package carries a deep blue horizontal band on white, while the dual filters have bright red vertical stripes. Lippincott & Margulies, New York, redesigned both packages.



NEW LITERATURE—*General Foods, White Plains, N. Y., and Wonder Books, New York, tie up this spring with a children's book, "Let's Give a Party," in which the crowning touch is the Jell-O dessert. Jell-O ads are promoting the book starting May 1 in print and tv.*

Farm Scene Shifts to Mean More, Not Less, Consumer Spending

(Continued from Page 2)

future sales strategy.

As an example of how rapidly a new idea can be conveyed to and accepted by farmers, he told of the introduction last year of a totally new type of tractor transmission. Six months after introduction day, 61% of the nation's farmers recalled having heard of the transmission, and of these, 94% had formed a favorable opinion of it. More than three-fourths of the farmers said they would look at the tractor with this transmission before buying any make, he said.

Mr. Dearborn said that to illustrate effectively how the transmission could change farming, a 50-acre farm "stage" was created in Yuma, Ariz., for a 90-minute closed-circuit telecast which was viewed by 20,000 persons. This was a first in farm equipment merchandising, he said.

■ J. E. Streetman, vp of marketing, feeds division, Ralston Purina Co., stressed the need for advertisers to become more familiar with the needs and problems of the farmer since he "will have a lot to say about products to be produced at our mills; even how they will be delivered."

Mr. Streetman said the functions of salesmen, dealers, advertising, sales promotion and marketing research "should be beamed at the same target, and since they work toward the same end they should not be separated."

He predicted that the basic principles of the marketing concept will "play an increasing part in the growth of the feed industry. Ten years from now we may call the marketing concept by another name, but the basic principles of knowing your customer and his needs and coordinating the forces that sell are sound in any business at any time."

■ C. H. Sandage, president of the Farm Research Institute and chairman, advertising division, University of Illinois Journalism School, Urbana, Ill., said that studies made by his company show farmers have a "healthy attitude toward the institution of advertising. They accept this form of selling and give it even a higher rating than they give to personal salesmen."

Dr. Sandage noted, however, that "there seems to be a vast difference between the acceptance of advertising carried by farm magazines, newspapers, and television and radio programs designed specifically for farmers, and advertising carried in other media." #

K&E's Lewis Heads Speakers on New McCall's TV Show

New York, May 6—McCall Corp., which plans to turn over its commercial time on its segment of the "Open End" television show to various advertising leaders, has asked William B. Lewis, president of Kenyon & Eckhardt, to speak on Sunday night, May 8. The program will be seen on Station WNTA.

Mr. Lewis plans to make the following comments:

"The profession of advertising has been suffering lately from the sins of its minority. Let a few lawyers be disbarred for fraudulent practice, or an occasional doctor lose his license for quackery, and there is no great wave of publicity or public indignation. The legal and medical professions continue to be honored and admired, as rightly they should.

"But let a handful of advertisers be cited by the Federal Trade Commission for over-zealousness in exploiting the advantages of their products, or let a breath of suspicion—rightly or wrongly—brush an advertising agency for implication in the rigging of television quiz shows, and headlines blazon forth throughout the land, tarring the profession with a sticky brush.

■ "The most recent data the Federal Trade Commission chose to publish revealed that out of 637,096 advertisements and commercials examined, less than ¼ of 1% required action by the commission. The quiz shows that came under suspicion in the recent television tempest accounted for just 4% of all the evening programs broadcast by the television networks.

"It is certainly true that advertising earns much more notoriety for its few sins than acclaim for its many virtues." #

Bernier Is Named Ad Manager for Old Milwaukee Beer

Milwaukee, May 5—Roy Bernier has joined Jos. Schlitz Brewing Co. as advertising manager for Old Milwaukee beer—a new position. Advertising Age also learned that Schlitz has expanded distribution for Old Milwaukee, its popular priced beer, into Virginia.

Mr. Bernier, who at one time was advertising manager for Miller Brewing Co., has been doing free lance promotion work in the beer field for several years. He is reporting to Fred R. Haviland Jr., director of market planning.

Schlitz apparently is pulling out all the stops in an effort to make a success of Old Milwaukee. The brewer had undertaken a complete packaging change for the brand, which includes standard brown bottles instead of green bottles. The green bottles may have been an artistic success but caused Schlitz numerous headaches since Old Milwaukee was revitalized 18 months ago (AA, Dec. 15, '58, July 6, '59).

■ Since the expansion into Virginia this week, new advertising themes also have been adopted for Old Milwaukee. Schlitz is using newspapers, and radio and tv spots in Virginia for the brand. Gordon Best Co., Chicago, picked up the brand just two months ago from Grant Advertising (AA, Feb. 15).

Up until this month, Old Milwaukee had been sold only in Michigan and in southern Illinois. In addition to Virginia, Schlitz plans to begin distribution in Texas and Florida in the near future. #

Hartman Names Berg VP

George H. Hartman Co., Chicago, has appointed John D. Berg a vp. Mr. Berg will continue as manager of the New York office.

American Airlines Paid ABC for Plugs: Goldenson

Washington, May 5—An old tv bugaboo, the airline "plug," came in for minute examination today as Leonard H. Goldenson, president of AB-PT, tried to explain the $7,150 which Dick Clark, tv teen-age idol, collected from American Airlines.

According to Mr. Goldenson, it was carefully controlled by ABC. Mr. Clark was authorized to "sell" $7,000 of plugs to the airline, he explained, because ABC wanted "to travel" the show.

To comply with Civil Aeronautics Board regulations, Mr. Clark was to collect for the plugs, and to use the money to buy transportation. Mr. Goldenson emphasized the plugs were logged as commercials by ABC, and reported to the Federal Communications Commission.

■ Rep. John Moss (D., Cal.) remained skeptical. First he suggested the plug was deceptive because the Dick Clark show did not travel on American Airlines. Mr. Goldenson contended the plug only said "travel for the Dick Clark show arranged through American Airlines."

"You can buy a ticket, and transfer it to United or some other airline," he pointed out.

Later, the congressman asked, "Does all the money go to buy transportation," and Mr. Goldenson replied, "So I understand."

But Rep. Moss produced a memorandum to Mr. Clark from his attorney, Marvin Josephson, reporting that after all expenses, there has been a $3,049.60 profit on the American Airlines plugs in 1959. A $304.96 check was enclosed representing commissions to a Clark-owned corporation on the plugs.

■ Yesterday, with Mr. Clark on the stand, Rep. Moss asked how the rate for the plugs was determined. The entertainer replied, "I don't honestly know. It is a casually accepted practice in the industry, as to how big the program is, as to how much the airline pays."

Among the material used by Rep. Moss during discussion of the American Airlines plugs during the past two days was a letter directly from Willis Player, American Airlines vp, to Drexel Production Inc., producer of the Dick Clark show, spelling out the arrangements for the plugs.

"During each telecast for the remainder of this agreement," it said, "American Airlines will receive at least one audio and one video credit consisting of the simultaneous telecasting of, (A) not less than eight seconds of copy favorably mentioning American Airlines and, (B) the American Airlines name and logo in such manner as to be readily identified by the viewing audience."

■ Mr. Goldenson assured the committee that ABC has tight control over plugs. He said they must all be submitted to the network's programming people at least 48 hours before broadcast, and that none may be used unless authorized. #

Douglass Leaves Sicks'

Arch Douglass Jr., advertising manager of Sicks' Rainier Brewing Co., Seattle, for the past five years, has resigned, effective July 1. Mr. Douglass came to Rainier from Erwin Wasey, Ruthrauff & Ryan, Los Angeles. His plans have not been announced, nor has a successor been named.

Advertising Publications, Inc.

Publisher of Advertising Age, Industrial Marketing, and Advertising Requirements

Announces . . .

5th Annual Circulation Seminar for Business Publications

June 8-9, 1960

Pick-Congress Hotel, Chicago

. . . and expresses appreciation to the following cooperating organizations who help make the Seminar a reality each year—

Chicago Circulation Round Table
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National Circulation Round Table
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How many times have you wondered how the various functions of your circulation department compare with those of other business paper publications? Cost-wise? Time-wise? Labor-wise? Result-wise?

Is your circulation department doing better? Average? Or worse?

Is your department using the latest techniques, methods and developments that are available for circulation fulfillment, employe management, mail promotion?

To get practical, "circulation standards" as a basis for comparison, the Seminar officials have gone straight to circulation managers of many business publications with a detailed questionnaire.

The answers to these questionnaires will be used by the moderators of various Seminar Sessions to give you an unexcelled opportunity to compare your circulation operation in almost every respect with that of other business papers in the United States and Canada.

Highlights of the Coming Seminar

A COMPLETE REVIEW OF CIRCULATION FORM LETTERS
Everyone knows that form letters are important in circulation work. But are YOU using enough form letters in your organization? Are you using the right types of form letters? How does your circulation form letter system compare with those of other business paper publishers?

BASIC PERSONNEL REQUIREMENTS FOR THE SUCCESSFUL OPERATION OF A CIRCULATION DEPARTMENT
What are the definite job functions of a circulation department? What are the standards of clerical efficiency? What are the pay scales? How to find and train new employes? How to motivate them.

READER RESEARCH BY THE CIRCULATION DEPARTMENT
In what ways can the Circulation Department help your Advertising and Editorial Departments by furnishing them with "reader research" information? How do you get the information?

REVIEW OF THE NEWEST FULFILLMENT EQUIPMENT
A round-up of the latest types of circulation fulfillment equipment—so you can understand and compare them with your own equipment.

CIRCULATION VERIFICATION AND CLASSIFICATION TECHNIQUES
Always of prime importance to any circulation director is this matter of getting verification or classification information. How to get business occupation information about each recipient of your publication. And how to get it on schedule—and economically.

CIRCULATION DEPARTMENT BUDGETING AND OTHER FINANCIAL ASPECTS
How to budget the expenses of your circulation department? How to compare the costs of operating your circulation department with other business papers? What reports you should be giving management.

DUTIES OF A CIRCULATION MANAGER
A check-list discussion session that outlines all of the duties of a business paper circulation manager . . . duties that help him grow in stature within his company . . . and help the company become increasingly successful.

REVIEW OF DIRECT MAIL SUCCESSES AND FLOPS
See some of the most successful business paper subscription promotion pieces—and some of the biggest duds! With hind-sight comments that explain why it happened!

FOR LADIES ONLY
A session run entirely by our Circulation Seminar ladies—for the ladies—and about their circulation problems. A great place to exchange ideas unhampered by the bosses!

ARENA-STYLE SHIRT-SLEEVE DISCUSSION SESSION
Put one topflight circulation director at the head of a panel of capable circulation experts—and let them take on all comers for an hour's worth of questions and answers about any subject under the circulation sun. That's the sure-fire recipe for this idea-stimulating session.

ADD TO THESE HIGHLIGHTS . . . a complete *Commercial Display of Equipment and Services* Designed Especially For Circulation Fulfillment and Promotion . . . A complete *United States Post Office Exhibit* fully manned throughout the two-day session to answer all questions about postal regulations . . . A *Gallery Of Circulation Promotion Material* on constant display . . . Plus *Consultation Booths* Manned By Top Experts From Each of the *Auditing Companies* (Audit Bureau of Circulations, Business Publications Audit of Circulation, Inc., Verified Audit Circulation Company).

AND—ON FRIDAY MORNING, JUNE 10th—*FREE FIELD TRIPS* conducted by members of the Chicago Circulation Round Table to see various types of subscription fulfillment systems operated by Chicago publishers, including: Addressograph, Elliot, Speedaumaut, Addressograph-Remington-Rand Punched Cards, IBM Punched Cards, Scriptomatic.

SEND RESERVATIONS TODAY with check ($20 per person, includes Two Luncheons, all Seminar Sessions, Two-Day Consultation Center, Promotion Gallery and Commercial Exhibits) to:
CIRCULATION SEMINAR, 200 E. Illinois, Dept. 6, Chicago 11, Illinois.
If your plans change, your money will be refunded.

Shaw Irwin Feld Wilcox Henes

Clapp Kavanaugh Hudson Finley Authier

NEW NNPA OFFICERS—*Howard Wilcox, Indianapolis Star and News, retiring president of the National Newspaper Promotion Assn., shakes hands with his successor, Bernard D. Feld Jr., Birmingham News and Post-Herald. Other new NNPA officers are David Henes, Detroit Free Press, 1st vp; Joel Irwin, Cincinnati Enquirer, 2nd vp, and Clifford Shaw, Providence Journal-Bulletin, secretary-treasurer. Relaxing between sessions were Gordon Clapp, Daily News, Bangor, Me.; Robert Kavanaugh, Baltimore Sun; Robert Hudson, Des Moines Register and Tribune; Mark Finley, Boston Record-American-Advertiser, and Leighton Authier, Providence Journal-Bulletin.*

Bascom Lulls NNPA on 'Sorry State' of TV, Then Hits Dailies as Media

(Continued from Page 1)

obituaries, since surveys would undoubtedly prove that everyone who reads them is dead.

"Actually it's difficult to satirize something that in itself is very ridiculous, and that's the state of network television today," Mr. Bascom said.

■ "It is becoming extremely difficult, if not downright impossible, for many advertisers today to (1) get the type of program they'd like to have, (2) get anything close to the time periods they'd prefer, (3) get a good climate for selling their product.

"If next to your commercial you manage to escape the blood, gore and dead bodies all over the floor, then, you probably have living bodies with smelly armpits and post-nasal drip. Advertisers, in increasing numbers, are not ecstatically happy with the state of tv today."

Mr. Bascom predicted that tv "is going to get a lot worse before it gets any better," and he said he thought it would be a good time for tv's competitors to move ahead.

■ Just about the time that NNPA members were relaxing in their chairs while enjoying the assault on tv, Mr. Bascom trained his artillery on the newspaper field. He charged that newspapers, with few exceptions, "haven't done a great deal to improve themselves as an advertising medium in the past 50 years."

He blasted newspaper representatives, charging that they "come slinking and groveling into our shop with kind of a doggy attitude." He said that eight out of ten newspaper reps come to the agency with the attitude that they are "licked before they begin—so why try very hard."

"Or more often," Mr. Bascom said, "they don't even come to us. I'm told that we have to practically beat newspaper reps over the head to get any needed information out of them.

"I can't even remember when any newspaper has given us a concerted pitch—it's been so long ago. For all practical purposes, the only time we're ever sent a copy of a paper is when we ask for it or you publish a centennial edition, which doesn't mean a thing to us, because it isn't representative of your daily output."

■ Mr. Bascom criticized what he called a lack of important data concerning most newspapers. "Does your paper offer split runs? Locally edited editions? Special type faces? Merchandising services? On these and other matters we don't know. Oh sure, if we're sufficiently interested we can dig out the information from Standard Rate & Data, but, as you know, that information is often incomplete or outdated."

Mr. Bascom's next target was the rate structures of newspapers. "Ask yourselves, with as much objectivity as you can, how far you think television and radio would get today if they had special rates—either higher or lower than their standard rate, for certain classifications, for example, amusements, financial, political, horse racing, garden, mail order, sports, schools, outdoor, poultry—and newspapers," he said.

■ He next ripped into the ad rates for retailers. "To my knowledge, there is no advertising medium in this country other than newspapers that does not pay an advertising agency commission on retail advertising," Mr. Bascom said.

"This primitive custom began, I understand, back in the Stone Age days, when newspapers rendered services to the local merchants that were roughly equivalent to services provided by ad agencies.

"They provided layout, artists, illustrations and so forth. If any papers, outside of perhaps small country weeklies, do this today, I am not aware of it. The end result of this outdated rate system is that retail stores using newspapers cannot afford to retain an ad agency unless they can justify paying the agency on a retainer fee basis. If you are right in denying an agency commission on retail advertising, why shouldn't radio, tv, outdoor and transit operate the same way?"

■ He urged newspapers to modernize their rate structure "to eliminate what appears to be unfair discrimination." He also suggested that newspapers provide the creative departments of agencies with more ideas and suggestions on how to use dailies more effectively.

Turning to newspaper ads, Mr. Bascom urged the newspaper men to look closely at the ads in their own newspapers before "screaming too loudly about the flagrant bad taste of tv commercials."

"I can seldom conscientiously recommend newspapers to a national food advertiser, because we have no assurance whatsoever that right next to the cereal or peanut butter, you people won't put cures for falling dandruff and rectal itch.

"Do you realize that back around the turn of the century both magazines and newspapers jammed all ads together—so that the worst of the ads unfavorably influenced the best? Magazines long ago stopped that practice. Newspapers haven't changed much."

■ He suggested that newspapers departmentalize their ads, so drug ads would run together, away from food ads. He also urged newspapers to standardize their paper stocks, so that reproduction of ads would become more consistent.

Mr. Bascom also offered the following suggestions to dailies:

- Stop shrinking of column widths.
- Offer sampling of certain products.
- Wrap newspapers for home delivery in transparent plastic sleeves and sell advertising on the sleeve to rainwear manufacturers, etc.
- Put double folds in newspapers for reading convenience.
- Improve typography.
- Offer advertisers bleed pages.

■ In his keynote speech, Jenkin Lloyd Jones, editor of the *Tulsa Tribune*, warned newspapers that they must provide the reading public with more and factual information, "to satisfy a growing thirst for information."

Pointing out that people are better educated today and that there has been a growing trend toward more reading by the public, Mr. Jones said that newspapers are in the best position to provide people with the factual information that they seek.

Mr. Jones cited the huge circulation gains enjoyed by home and hobby magazines, newspapers doing good reporting jobs, and the three weekly news magazines—*Newsweek*, *Time* and *U. S. News & World Report*. On the other hand, he reported that detective and confession magazines and sensational newspapers have shown little or no gains in circulation in the past 20 years.

"But, in an age when man sits on an atomic bomb while he carefully draws a bead on the planets, there is too much of legitimate excitement in the world to justify repetitious headlines, week after week, about the sexual misadventures of Miss Aadland," Mr. Jones said.

■ "We editors should take the hint. As a medium for titillating citizens who seek only diversion, television has us backed against the wall. If we only do badly what tv does well, we are headed for trouble.

"But why play the other man's game? Why not perfect our techniques for recording the swift march of history, for explaining the new world of science, for reducing complicated political issues to plain and clear dimensions."

■ Very few American newspapers promote themselves consistently, according to Felix R. McKnight, vp and executive editor of the *Dallas Times Herald*.

"Newspaper promotion should be a daily task," Mr. McKnight said. "Promotion departments must take their work seriously and strive to create good promotion.

"Promotion advertising should not be filler ads, nor should they be carried as optional ads. They must be designed to sell newspapers," he said.

Mr. McKnight praised the promotion ads which have been used in recent years by *McCall's* and *The Saturday Evening Post*. "These are excellent ads, and I'm sure they were responsible for selling many extra copies of those magazines," he said.

■ How newspapers can use tv effectively to promote themselves was explained by Patricia LaHatte, promotion manager of Atlanta Newspapers Inc.

Her newspapers have produced two factual documentary tv shows in recent months on important news stories in Georgia, she said. The reporter who wrote the stories acted as commentator on the tv shows, which featured films of the stories taken by newspaper photographers. The shows were presented on Sundays.

One of the shows featured the Atlanta Newspapers' exposure of conditions at the state mental hospital in Milledgeville, Miss LaHatte said. As a result of the show, legislation was passed to improve conditions in the hospital. (The Atlanta Newspapers were awarded a Pulitzer Prize this week for the story [*see story on Page 120*].)

The Atlanta Newspapers also have a Saturday night show on tv which highlights the most important local news story of the week. On this show, the Atlanta Newspapers' Sunday editions are promoted, she said.

■ Bernard G. Feld Jr., manager of promotion and research for the *Birmingham News* and *Post-Herald*, was elected national president of NNPA (*see story on Page 120*), succeeding Howard S. Wilcox, public relations director of the *Indianapolis Star* and *News*. Other new officers include David E. Henes, *Detroit Free Press*, 1st vp; Joel Irwin, *Cincinnati Enquirer*, 2nd vp, and Clifford A. Shaw, *Providence Journal-Bulletin*, secretary-treasurer. #

Ramcel Names Williams

Ramcel Engineering, Skokie, Ill., has appointed Diane Williams Advertising, Chicago, to handle its advertising. Ramcel formerly placed direct.

Paul West, ANA President for 28 Years, Dies at 67

(Continued from Page 3)

and business but in these times is wholly unpatriotic."

- On the national vs. local rate differential in newspapers, in 1952 . . . " . . . The differential in rates, in the eyes of ANA members, represents a competitive discrimination." (ANA with the cooperation of the Newspaper Advertising Executives Assn., was ultimately able to get and maintain a file of local rate cards for major markets.)
- On agency commissions, 1956: "It is the individual responsibility of the individual advertiser (1) to determine what kinds of services he will require and get from the agency; (2) to determine the value to the company of those services performed by the agency, and (3) to determine what price he is willing to pay for such services and on what terms."
- On business paper audits, 1956: " . . . The needs of the times call for one basic auditing service for business publications and a reconciliation of different points of view of business paper publishers in regard to paid and unpaid circulation."
- In a debate on the future of agency compensation, 1958: "The consent decrees have opened the door to broader negotiations than simply negotiating amounts of kinds of services. Advertisers and agencies now are free to negotiate *ethically* on methods and amounts of *compensation* itself."
- On life in the ad business, from a New York Life Insurance ad in 1959: "A serious sober business . . . In no other business is talent recognized so quickly . . . The hours are long, the demands many, the pressures great . . . It is no occupation for the man solely concerned with finding security."

■ Donald S. Frost, vp of Bristol-Myers and chairman of the ANA, said that in Mr. West's passing "advertising has lost one of its greatest and most dynamic leaders," who "truly gave his life for advertising. In the past months when we have been facing some of our most crucial problems [regarding self-regulation and governmental supervision] he has driven himself unstintingly in spite of the severe physical drain it entailed."

Mr. West is survived by his widow and by a son, Peter, with Batten, Barton, Durstine & Osborn. #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

SALES PROMOTION WRITER

Large, established concern in one of Florida's major cities will pay $6000 up plus liberal benefits to qualified sales promotion writer. Age under 35, college degree and 3 years experience in advertising or sales promotion writing are minimum requirements. Send complete resume and snapshot. Write:

Box 3642, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR WANTED

We're looking for a man with a civil engineering sheepskin who is now possibly working in a manufacturer's promotion department, agency spot, or publishing house—and who feels he knows enough about roadbuilding or municipal public works to tackle an important editorial job in either of these fields. Location Chicago. Will train right man. Give us your background and salary requirements. Your reply will be confidential.

Box 3623, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER

To plan and write sales promotion and sales training materials on permanent staff of organization serving appliance, automotive, chemical, food, and merchandising accounts. Packaged meetings. Visualized presentations. Speeches. Skits. Playlets. This is a challenging job, highly creative and varied. A real writing career opportunity. Give resume. Replies held in strict confidence.

Box 3675, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER WANTED

Direct mail and mail order copywriter, thoroughly experienced, for Washington, D.C. publishing firm. Starting salary $7600. Write

Box 3676, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

EDITOR

Promotion has opened key spot on national building magazine. Applicants should have knowledge of building processes, newswriting ability and good photographic sense. Some travel. Send resume, photo and salary requirements.

Box 3679, ADVERTIISNG AGE
200 E. Illinois St., Chicago 11, Illinois

AD AGENCY TRAINEE

Ad Agency has opening with exceptional opportunities for young trainee. Job involves handling detail on National Accounts with large TV and Print programs. Send complete resume, detailing education, scholastic record and military status.

Box 3680, ADVERTISING AGE
200 E. Illinois St., Chicago11, Illinois

MARKET RESEARCH

The research staff of the Chicago Tribune has an opening for a market research project director.

This person will have responsibility for survey research work within a wide variety of marketing areas and problems, and will have available to him a strong junior analyst.

A background in conducting surveys, ability to work with IBM analyses, academic training in marketing-advertising, and the capability to produce finished research reports are all desirable factors.

Call E. J. Webb,
Research Division, Su-7-0100

BARNARD'S

A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

LAYOUT ARTIST

Permanent position for top creative layout artist. Must be able to produce and follow through on projects to achieve top quality. Pleasant working conditions in a growing midwest studio. Company benefits with starting salary commensurate with ability. Send resume.

Box 3682, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRINTING PRODUCTION

Experienced man or woman to plan photo offset jobs, write specifications and maintain "in plant" contact with work. Progressive, medium sized Chicago firm with extensive national accounts, specializing in fine color work. Fully integrated facilities including studio photography, color separation and platemaking provide excellent opportunity to work with all phases of production.

Write providing full details age, education, experience and salary to

Box 3681, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

An exceptional opportunity for an eager beaver in advertising

A manufacturer of water heaters, boilers, space heaters and incinerators with headquarters in an attractive, small town about 60 miles from Chicago seeks a young man to join our advertising department. We sell nationally and internationally and we're dedicated to the marketing concept of operation from the ground up. Your responsibilities, to start, will require a creative mind, a good knowledge of the graphic arts, an ability to express yourself clearly in writing, an appreciation that advertising is a selling tool. Your responsibilities will be enlarged as rapidly as your demonstrated abilities permit, leading before long, we hope, to advertising manager. Let us have a complete resume and your picture, please.

Box 3673, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Advertising Space Salesman, free-lance for 2 established, highly regarded, specialized consumer-trade magazines. NYC area. COMMISSION 20%. Write for appointment.

Box 3678, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago,.....SU 7-2255

INDUSTRIAL LITERATURE WRITER AND PRODUCTION ASSISTANT

To create and produce trade literature, catalogs and sales promotion materials for $90,000,000 electronics manufacturer. Must have 3 to 5 years experience with industrial advertising department or agency. Technical aptitude helpful. Work with sales, engineering and management in all product lines. Opportunity to grow with young, aggressive advertising department. Located Midwest.

Box 3677, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copywriters! We have a client who's willing to shell out ten thousand clams each for two pros. If you've been writing about clams they won't be interested, but if you have been writing promotion copy for a magazine you could well be their man. Send your resume to **Jim Wilson, Business Personnel Consultants, Inc. (emp. agcy) 1528 Walnut Street, Phila. 2, Pa.**

ADVERTISING MANAGER

New East Coast advertising managership opening in growing communications equipment division of major international electronics firm.

Salary offered in five figures commensurate with your experience and potential. Age is no deterrent. Marketing know-how and successful program administration mean the most.

You'll qualify if you like a job with stimulating challenge, lots of room for growth, and the chance to build your own team from scratch.

Interviews to be held in New York City shortly.

Box 3674, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ONE MAN ART DEPARTMENT

Have challenging spot for young man with ideas and without temperament, to run art department for progressive diversified Ad Agency in Metropolitan N. J. area. Must have fresh creative talent, be able to handle all types of layouts and mechanicals in all creative and production phases. State experience, references and starting salary requirements in letter to

Box 3701, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

ADVERTISING-PUBLISHING

Merchandising, Pkg. Goods exp. $17,500
Advtg-Sales Prom, Consumer hard Gds. $12,000
Advtg. Space Sales $9000
Technical Writers $8500
Promotion Writer $7500
Home Economist, Pub. Relations ..... Open
Account Exec., Appliance exp. ..... Open

SHAY EMPLOYMENT AGENCY
55 E. Washington, Chicago 2, Ill.

ESTIMATOR

Excellent opportunity in Media Dept. of Chicago Office of AAAA Agency. Salary commensurate with ability and experience. Write

Box 3683, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

EXPERT FREE-LANCE COPYWRITING Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service. Available for copy-contact at any time . . . no "evenings only" limitations. Versatile, professional, reasonable. Top references, samples. **HOLDEN—NA 2-6355 (Chicago).**

Account Executive with the necessaries—and a new IDEA. 9 to 12 range.

Box 3654, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SPACE SALESMAN

12 years selling in Ohio, Western Pennsylvania, Western New York. Excellent sales record. Top level contacts in agencies and accounts. Business, trade and consumer. Commission preferred.

Box 3684, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Night Newspaper Compositor (5 yrs) to get B.S. in English this June. Seeks position with agency. Resume.

Box 3685, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRODUCTION MAN—adv. & edit. production, some copy writing, for trade publication. Young & ambitious. Chicago & 20 mile radius reply.

Box 3686, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER, fifteen years experience in International retailing outfit. Capable of originating, organizing and directing long or short range projects. Speaks English and Spanish fluently. Will also consider position as assistant to sales promotion. Salary open.

Box 3687, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALES AGE 28 EXC. RECORD OF PRODUCTIVITY NEWSPAPER, RADIO, MAGAZINE BACKGROUND 7 YRS. CREATIVE IMAGINATION, INITIATIVE, **HARD WORK**

Box 3688, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRAFFIC SERVICE OR PRODUCTION

Ten years production-traffic with retailer, manufacture and newspaper. **Ray Griffin, 1515 W. Monroe, Chicago 7.**

TV PRODUCER-WRITER

Live and film. 10 years experience. 36, married, college graduate, willing to relocate. Efficient and responsible. Highest references. $15,000. Available June.

Box 3689, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD & PROMOTION MANAGER—for new or ailing Dept. Medium-sized firm pfd. Real pro.

Box 3690, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE WANTED

To help us grow we need a good account executive with plenty of management ability, advertising know-how, and proven record of performance in servicing clients. Some billing or immediate contacts essential.

In return, we offer no deals, no "convenient" place to hang your hat; but, instead, an excellent opportunity to work hard and get paid well for it, to contribute your ideas and have something done about them, to be among people you'll like working with, and to participate in and enjoy the personal satisfaction and the tangible benefits of making a real contribution to the growth of your company.

We are a new agency located in Newark, N. J. We've had an excellent first year but we are still a good deal smaller than we plan on staying. We know the agency business and have a wealth of experience in all phases of advertising and marketing in a wide variety of fields. In addition, we have an excellent nucleus of good growth accounts and are currently in the process of buying a small agency several hundred miles away as the first in a series of branch office operations.

Please send as complete a resume as possible. We will respect your confidence completely. Box 185, Advertising Age, 630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

ADVERTISING OPPORTUNITY DESIRED

Limited, but intense exp.-recent grad., 25, BS Adv., post grad work. Prior to grad; top record personal sls, asst acct exec ad agency, mfg., own bus., after grad; prestige NY publisher seeks **real** adv/marketing opp. with AGENCY, mfg., or publisher. Unapproachable recommendations. May I hear from you by May 19 so that you may review my resume? **Box 7, 1950 W. Lane, Columbus 21, Ohio**

TOP CREATIVE MAN

ADVERTISING-PROMOTION MAN WITH SOLID WRITING BACKGROUND AND EXPERIENCE IN ADMINISTRATION AND CREATION OF COLLATERAL MATERIALS, DIRECT MAIL PIECES, CATALOGS, BROCHURES AND SPECIAL DISPLAY AND EXHIBIT MATERIALS. RESUME ON REQUEST.

Box 3691, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER or ACCOUNT EXECUTIVE

Now VP and supervisor of multimillion dollar accounts with agency in top ten . . . Former ad director with budget of over $3,000,000. Extensive experience with consumer products. Strong and creative marketing man with comprehensive knowledge and ability in all advertising areas—copy, media, research, etc. In 30's. Seeks future potential. Will relocate.

Box 3692, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Dear Mr. Foote, Thompson; Mr. BIG agency. Young layout artist wants a chance!

Box 3694, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION, BUSINESS PAPER SPECIALIST

All phases. All techniques. Record of results. Complete programs, including research, for professional publishers. NYC and vicinity only. Reply

Box 3693, ADVERTISING AGE
630 Third Ave., New York 17, New York

Advertising Executive and Writer of high reputation whose outstanding advertising campaigns have been bought by leading national advertisers, seeks position. His ability and originality, matured by wide experience, would make an important contribution to the executive staff of an advertising agency or corporation seeking competent assistance to hold and develop business.

Box 3700, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

HAVE YOU FREE TIME

you can devote to sales of a railroad publication? Representation is needed in several territories including the South-East and South-West

Box 3696, ADVERTISING AGE
630 Third Ave., New York 17, New York

AIRLINE COPYWRITER WANTED

Large Atlanta agency offers excellent opportunity for experienced airline copywriter. Prefer agency background but will give serious consideration to man with strong writing background in publicity, public relations, advertising or sales promotion department of major airline. All replies held in strict confidence. Write: Box 191, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

REPRESENTATIVES WANTED

EXPERIENCED REPRESENTATIVES WANTED in major trade areas who are now calling upon automobile trade advertisers. Weekly New England trade paper for new and used car dealers. Write

Box 3695, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

RESIDENT PRODUCER - NEW YORK
RADIO-TV * VIDEOTAPE * FILM

Well established producer-director and associates will handle all or part of media production for out-of-state agencies.

Box 3697, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

SEEK ADV/MARKETING FIRM

A fabricator of a large ticket consumer product-a 2 yrs. young co. ('59 sls. 1¼ million) we seek the marketing specialists to develop the total org. & marketing strategy (so far missing) that will insure our nat. franchised, dist-dealer org. maximum penetration of the leisure market. We would like to hear from you by May 19. **President, 1960 W. Lane, Columbus, Ohio.**

MISCELLANEOUS

SPONSORS SOLICITED ADVENTURE AND SUNKEN TREASURE FILMS made under auspices Yucatan Exploring Society and Mexican Government Expedition June 1. Sunken ships of 15th Century with treasure authenticated by Smithsonian as oldest in western world. (See SatEvePost 12/5/59). Mayan Indian Culture. Fabulous Hunting and Fishing. **Webster, Continental Film Productions, 2320 Rossville Boulevard, Chattanooga, Tenn. Tel: AM 7-4302.**

GREETING CARDS - BIG BULGING ENVELOPE FULL of Stationery Surprizes $1.10 ppd. **CARDS, P.O. Box #177, COLFAX, ILLINOIS**

TRANSFERRED TO NEW YORK CITY? LIVE AMONG YOUR PEERS! Green lawns on circular drive. Neat white Cape Cod where your children will thrive. 1.13 acres on Holly Lane in Darien, Conn, with trees, stream. Walk to all schools, 10 minute drive to station. Step-down living room, random plank floor, stone fireplace, paneled book wall. Planned kitchen, paneled den or dining room, 2 bed rooms, bath on first floor. Bath, 2 bedrooms, huge storage on 2nd. Work shop-hobby room on rear of 2 car garage. Sun deck, screened porch, stone patio, pebble play yard. Aluminum screens, storms, carpets, appliances. You'll love it. $55,000. Principals only. For more info contact:

Box 3698, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RESEARCHERS: Use fast, accurate Metzger's Table of 45,000 Percents. 55 pages, $5.000. **Dept. 902 Box 717 Atlanta 1, Ga.**

Our 49th Year

ASST. ADVERTISING DIR., consumer products $15,000
COPY-CONTACT, automotive exp. 10,000
HOME ECONOMICS DIR., public relations experience Open
APPRENTICE COPYWRITER, woman 5,200
SALES PROM. WRITER, electronics 8,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

Typographic Salesman

Major national advertising typographer located in Midwest is seeking a man who can develop and assume responsibility as well as service and obtain new business. He must have a fair education, good poise and character, pleasing personality, draft exempt, between 25 and 35 years of age. Knowledge of Advertising Agency operation and production would be helpful but not essential. Our organization is well formed so that learning our business would not be a serious handicap although familiarity with art, layout, type, and printing in general would be an assist. Excellent opportunity with a good future. Salary open. Reply fully in confidence.

Box 181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted: TWO ANIMAL HEALTH CREATIVE WRITERS

Real opportunity for veterinarian or Agr. College graduate with proved experience in writing effective animal health copy. Must know difference between staphylococci and streptococci, and what happens to the microflora in gut of chicken after prolonged feeding of broad spectrum antibiotics . . . and be able to transform such scientific facts into semi-technical literature and easy-to-read material that the average producer or dealer can understand. If you know this industry and can produce sparkling, factual copy from word "Go!" an excellent position awaits with professional account team serving expanded service program of fast growing Animal Health and Feed Additive manufacturer for midwestern 4-A agency. If you can fulfill these requirements and wish to improve your present and future, write fully, in confidence. Our people know of this ad.

Box 183, ADVERTISING AGE

200 E. Illinois St., Chicago 11, Illinois

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

We have an ideal spot for man with a background in general and direct mail advertising beamed at business firms. If you want a challenging job, with great variety and diversification, in our rapidly growing company at an excellent salary, write: **Mr. Huebner—Director of Expansion—Manpower, Inc.—820 North Plankinton—Milwaukee 3, Wisconsin.**

MIDWEST 4 A AGENCY NEEDS

1. **ART DIRECTOR** to handle art direction, layout and art purchase on diversified consumer and trade accounts. Must meet clients well.
2. **LAYOUT MAN** for creative layout and rendering from roughs.

Send resume stating age, experience and expected salary. All applications confidential. Box 188, Advertising Age, 200 E. Illinois St., Chicago 11.

Tidewater Virginia's Leading Advertising Agency is Looking for Creative, Ambitious Staff Members.

(1) COPY-WRITER

(1) ARTIST

Now is your opportunity to become affiliated in the 10th fastest growing market in the U.S. with a top rated local advertising agency, handling Local, National and Regional accounts. We offer Insurance Hospitalization, Vacation, Good Starting Salary and Bonus if you can fit into our organization and qualify.

Send a complete resume, including personal data, education, previous job record with reasons for coming to Virginia with a 5 year old growing agency, billing one million annually, and if a starting salary up to $7,500 interests you.

To: C. E. McCurry President
McCurry, Henderson, Enright, Inc.
200 W. 22nd St.
Norfolk, Virginia

Need a Technical Publicity Department?

Small industrial pr agency, specializing in technical publicity, looking for tie-up with solid ad agency. Object: Form technical publicity department to serve your heavy industry clients and attract new clients. Bring accounts along. Box 180, Advertising Age, 630 Third Avenue, New York 17, N. Y.

DON HARRIS NEEDS:

CREATIVE SUPERVISOR, copy-art (not creative director), multi-office agency. Must actually have had responsibility for both $25M
MARKETING MANAGER, midwest, food-store marketing experience. Sales background not enough. Heavy plus benefits on top of base salary. Lots of room for fast-growing. In 30's $18M
COPY, choice Midwest city, branch of big agency. A pro, to 45 ..... $14-$16M
COPY, SW agency, package-goods experience. All media. You can buy more where this job is, for $15M

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

SALES PROMOTION MAN

Outstanding opportunity for man with at least 2 years experience in grocery or drug sales, advertising, merchandising and *PROVEN ABILITY TO WRITE.*

Leading New York Trade publisher is expanding his promotion staff. Needs man who can create promotion pieces, scripts, trade ads, etc.

SEND US A LETTER giving your background, qualifications, present salary. Box AA 487, 125 W. 41st St., N.Y. 36, N.Y.

ANNOUNCING THE FIRST
INDUSTRIAL ADVERTISING RESEARCH INSTITUTE
RESEARCH FORUM

Interesting new findings on motives in industrial buying, copy research and readership of trade papers. Presentations and roundtable discussions led by IARI project councils.

Wednesday, May 18
Hotel Commodore
New York City

Tuesday, May 24
The Conrad Hilton
Chicago

Registration fee including lunch....$35

IARI, Box 411, Princeton, N. J., WAlnut 1-8400

ONE OF AMERICA'S GREAT NAMES IN FOOD IS SEARCHING FOR TWO YOUNG MARKETING MEN

REWARD: Challenge, excellent compensation, commensurate with experience and ability, and an unlimited future in our company and in the upper New York state community which is home base for the national marketing activities of our multi-product organization.

THE JOB: Active participation in all marketing areas of the assigned products, as members of our marketing team.

THE REQUIREMENTS: The two men we seek are under 31 years of age and have had several years experience in the advertising, promotion and marketing of high volume brands in the grocery or drug field, either with a manufacturer or with an agency. They also have a sound understanding of research, advertising sales analysis, packaging and grocery distribution.

Please make your resume complete as to education, job experience and past earnings. Your reply will be confidential, of course.

Write Box 193, ADVERTISING AGE
630 Third Avenue, New York 17, New York

the COPY shop
MU 3-1455
270 madison/ny 16

Copywriting Studio Confidential Work
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(Unopposed)
ANNUAL RESORT PUBLICATION

Netted $25,000 last year on less than ¼ of its potentials. Covers leading Midwest resort state. Printer makes all layouts & prints. This outstanding property available for only $40,000 due to owner being topheavy with other projects. To qualified party $25,000 will handle. Details: John Yeager, GRaceland 7-3200, Chicago.

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American agencies do well in Britain. This may be your opportunity to gain a foothold.
We have offices in London and one other large city. In each of our eleven years we have grown. Last year the gain was 19% to a turnover of 800,000 dollars, and this year we hope to reach the million.
We net about 5% before the joint presidents' take. Present owners would continue to run if required.
Box 184, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SALES

Leading oil, gas, and petro/chem publishing firm has excellent opening for full time space salesman in New York-New Jersey territory. Must be personable, high caliber, with successful business paper advertising sales background. Oil, gas, or petro/chem knowledge very helpful.

Airmail resume and letter to **Box 1589, Dallas, Texas,** for New York City interview during week of May 16.

available . . .
thinking, working type
ADVERTISING MANAGER

solid administrative and creative experience planning, organizing, executing, evaluating policies, programs, budgets consumer products including petroleum. TV, radio, newspaper, outdoor, farm paper, co-op program, sales meetings, dealer helps. Worked with hundreds of retailers, wholesalers several classifications. Works well with top management and agencies. Now with a "first 300" corporation. Two positions, thirteen years. Family, 38, top references. $14-18,000 depending on location. Contact Box 173, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

AGENCY AND TV EXECUTIVE

. . . desires new agency connection in Los Angeles area. Over 10 years experience AAAA Agencies—Chicago, New York and Los Angeles. Client contact, writer, producer, story editor, idea man . . . on all types of shows. Also fully qualified in publicity and public relations. Available after May 15, 1960. Write ADVERTISING AGE, 27 R 706, 4041 Marlton Avenue, Los Angeles, California.

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AVAILABLE JULY 1st
CREATIVE AD AGENCY GEN. MGR.

Heavy in account service and new business activity. A realist on agency trends, organization and services. Seeks wide opportunity to sell, promote and grow.

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200 E. Illinois St., Chicago 11, Illinois

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Professional, Sales and Clerical Office
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ADVERTISING EXECUTIVE WITH $500,000 BILLING SEEKS AGENCY AFFILIATION

An exceptionally able advertising-public relations-promotion man in his 40's with hard-to-beat creative and administrative experience seeks affiliation with competent, growing national ad agency.

This completely self-supporting executive now operates own Chicago office and staff—very desirable clients—has a reputation for personal, professional and financial integrity and expects the same of the agency.

Agency must have full services, including art, creative, copy, media, production and clerical.

Will operate on percentage of net from present and prospective clients, or a starting salary of $27,500.

Box 190, Advertising Age
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MARKETING OPPORTUNITY

Outstanding younger man wanted to plan, coordinate, execute total advertising-merchandising program involving million dollar budget. Requirements include:

Sales or promotional experience with dairy or food firm.
Advertising experience as product manager or agency account executive on packaged goods.
Demonstrated ability to assume responsibility for total marketing program with six-figure budget.

Write in confidence, stating present position, qualifications, and current earnings. Only written applications will be considered. No phone or personal interviews in preliminary negotiations.

W. E. Rehmann, Prom. Dir.
AMERICAN DAIRY ASSN.
20 North Wacker Drive
Chicago 6, Illinois

ADVERTISING EXECUTIVE

Deep experience with leading agencies and advertisers in marketing durable goods. Solid accomplishments on blue-chip automotive, petroleum, appliance, outdoor power equipment accounts. Excellent administrator. Creative. Strong merchandising background. Available soon. Write for complete resume.

Box 187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DO YOU NEED

Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with

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Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
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PUBLICITY CONVENTION **COMMERCIAL INDUSTRIAL**

SPACE SALES PRODUCER NEEDED

having advertising manager potential for growing Chicago-based industrial magazine. Must know metalworking and *manufacturing industries*; have creative ability; and be anxious to be the top dog.

To start: $9000 to $12,000, depending on performance, plus profit sharing.

Be SPECIFIC. Send replies in confidence to Box 182, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

If sports are your dish...

and you're a talented, creative writer who's always longed to write sporting goods copy . . . we have a job that's right down your alley. Requirements: solid agency experience, proved writing ability, a knowledge of competitive sports. Contact ability desirable. Reply with complete resume and salary required. **Box 192, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.**

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Ready-made, self-sustaining Branch Office or wholly owned subsidiary in Washington, D.C.

Capital of The Free World...

WORLD NEWS CENTER—releasing over 70,000 words per day. The best place to release client news. A Washington dateline always has prestige.

HEADQUARTERS for 75% of the nation's trade associations — best place to get association services for clients.

EXCELLENT TEST MARKET—no income fluctuation period (the government goes on and on)—no fair trade pricing laws (originating area of the discount store movement).

THE HEART OF GOVERNMENT SERVICES . . . best place to get quick action for clients.

PATENT OFFICE—you can save time on patent communications and copyrights.

CAPITOL HILL CONTACTS—for lobbying purposes, there is no other city. Government contracts emanate from here. Our contacts cover key government agencies.

EMBASSIES FROM ALL NATIONS—as close as the nearest cab stand or telephone.

TOURISTS—Washington's second largest industry; a popular place to visit on business or on vacation.

RESEARCH CENTER—the largest in the world; health, trade, finance, political, marketing, etc.

UNION HEADQUARTERS for 75% of the nation's groups, and international unions.

BUSINESS TRIPS to Washington are on the "must" list of every aggressive advertising executive. They become more productive when you have a branch here.

WE ARE, by local standards, a medium-size agency . . . in our own building . . . staffed by 4 people . . . convenient prestige location. Our account structure is retail, profitable but limited. Present accounts pay expenses. Our contacts, personal and business, blanket the city, from congressmen to trade union presidents.

For a meeting with principals, or more detailed information, write Box 164, Advertising Age, 630 Third Avenue, New York 17, N. Y.

NEW LOOK—*Armour & Co., Chicago, is incorporating a blue-jeaned farm girl with her arm around a calf into its Cloverbloom butter package. The new package was introduced last month in newspapers in Boston, Syracuse, Miami, Cleveland and New Orleans.*

Ben Atkins, 53, 'Gastonia Gazette' Publisher, Is Dead

GASTONIA, N. C., May 4—Ben E. Atkins Sr., 53, editor and publisher of the *Gastonia Gazette* and a member of the staff of the family-owned newspaper for 33 years, died in a Charlotte hospital May 1 after a long illness.

Mr. Atkins was editor and president of the Gazette Publishing Co. since 1954. His grandfather, also named Ben, purchased the *Gazette* as a weekly and turned it into a daily in the 1920s. Ben E. joined the paper in 1927 as a reporter.

Beside his widow, he is survived by two sons, Ben E. Jr., a member of the *Gazette's* classified advertising department, and Garland, a deskman for the *Charlotte News;* his father, James W. Atkins, and a brother, Stewart, vp of the company.

WILLIAM D. SLOANE

LOS ANGELES, May 3—William D. Sloane, 50, vp in charge of the West Coast office of Adams & Keyes, died at his home April 28 of a heart attack.

Mr. Sloane had been with the agency two and one-half years. Before that he was with Roy Durstine Inc. and Batten, Barton, Durstine & Osborn.

FRED S. JORDAN

CALDWELL, N. J., May 3—Fred S. Jordan, 79, retired president of Summit Printing & Publishing Co., Summit, and a former agency executive, died May 1 of cancer at Morningside Hospital.

Mr. Jordan retired in 1957, when Summit Printing & Publishing, which printed several northern New Jersey weekly newspapers, including the *Millburn-Short Hills Item, Summit Herald* and *Springfield Sun*, folded.

He had been a vp of Wales Advertising, New York, and general sales manager of American Shuffle Board Co. prior to his purchase of the printing company after World War II.

Boland Names 3 Account Heads

Boland Associates, San Francisco, has appointed Robert A. Penfield, John Joss and Miles K. Benedict account managers. Mr. Penfield, formerly with McCann-Erickson, New York, joins the staff May 16. Mr. Joss has been assistant vp, marketing, Southwestern Industrial Electronics Co., Dallas, since 1957. Mr. Benedict previously was with Batten, Barton, Durstine & Osborn.

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

SOUTHERN ADMAN

No. 1 production, No. 2 administrative man of merchandising concern grossing over $100 million. Successful record, excellent references. 30, degree, married, family. Prefer South For complete resume write Box 177, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

AN AMDCO MERCHANDISER GETS YOUR PRODUCT

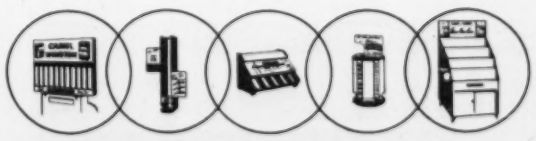
Floor display produced by AMD for Walaco Manufacturing Co.

WHERE SALES ARE CREATED... WHERE SALES ARE COMPLETED!

The goal of any selling program is reached only when the consumers money is exchanged for a product.

Our business is making the merchandisers for containing and presenting your product... for silently persuading the prospects to make their buying decisions your sales.

We put you where sales are created... where sales are completed. Let's talk it over. Find out how we can apply our skill and facilities to help you close your sales...



ADVERTISING METAL

DESIGNERS AND BUILDERS OF DISPLAY MERCHANDISING UNITS

DISPLAY CO

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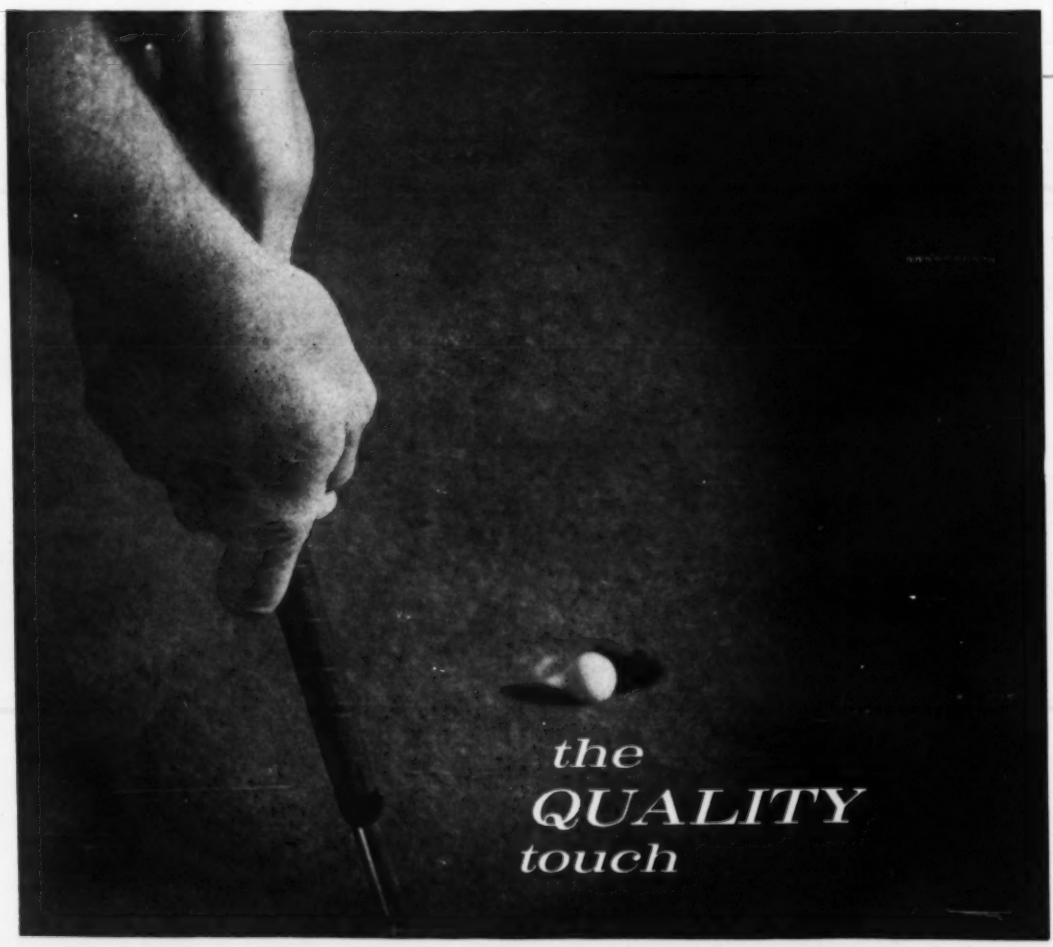
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

Mann Heads Mountain Admen

Russell E. Mann, retail advertising manager of the *Colorado Springs Gazette Telegraph*, has been elected president of the Mountain Ad Men. Robert Rawlings, *Pueblo Star Journal-Chieftain*, was elected vp. The group includes newspapers in Colorado, Wyoming, western Nebraska, western Kansas and northern New Mexico.

This woman is "Ready-to-Buy"

Coming soon...a new way to reach
your most valuable market...
the people who are "Ready-to-Buy!"



The spectacular shot is not always the bread and butter shot. It's that ability to sink putts consistently inside 6 or 8 feet which separates the pros from the amateurs. And so it is in business, too. The real pay-off comes when television and radio stations also possess that "quality touch"... a touch which is evident in day in and day out practices so vital in producing a winner. May we put this winner to work for you?

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Media Prices May Be Too Low, Bernstein Says

(Continued from Page 3)

and agencies will have the initiative—will be the determination of "exactly what constitutes the right media mix in any given marketing situation."

While the public image of advertising is "sadly tarnished," said Mr. Bernstein, an even more serious problem facing the industry "is the need to reverse the recent trend toward wastefulness and inefficiency in advertising, and to somehow make this instrument more economical and more efficient, rather than less so."

It is in this area, he continued, that media must play the three-part role. What media must provide in the way of audience service, he said, is more selective circulation methods. They will have to be able to tell advertisers more about the characteristics of their audiences than ever before.

■ If advertising is to be kept believable, he said, media must "screen out at the source the kind of advertising that hurts all of us." He warned that media "must act with forthrightness and with decision, no matter how unpleasant their actions may be, nor what repercussions they may bring forth."

At the same time, he added, media must get cooperation in this self regulation area. "They need the active support and cooperation of all decent advertisers and agencies. And I submit that they are not now getting such support and assistance." he said.

Mr. Bernstein urged everyone in the field to become "a sort of one-man vigilance committee, to make sure that someone somewhere isn't chipping away at advertising confidence and thereby hurting us." He said that each person must exercise such responsibility "if we are really to achieve a totally effective system of self regulation."

■ Commenting on the need to keep "the total quantity of advertising within bounds," Mr. Bernstein said people in the U. S. are exposed to about 1,500 advertising messages a day and that this total is likely to advance sharply in the next ten years.

"It may very well be," he said, "that we have been worshipping so hard at the shrine of physical volume in advertising that we have overlooked a very important thing—that, in this area, unlimited physical volume may be a very bad thing.

"Could it possibly be," he continued, "that advertising is more expensive for an advertiser to use than it ought to be, precisely because it is too cheap and is therefore used too freely? Could it be that advertising ought to cost more per unit, and that fewer units of it, at higher prices per unit, might actually be the very best thing that could happen to the whole advertising business—not just to media, but to advertisers, too?"

■ Mr. Bernstein said there is evidence "we are drowning in a physical sea of advertising with which we are individually unable to cope," and that the result is less effective advertising.

Turning to the "right media mix," the AA editorial head said more scientific methods of comparing the effectiveness of media would be developed in the next few years—as a result of advertiser and agency initiative. "And then, I think, we are going to see rate and cost adjustments which will bring all media closely into line on these comparisons," he said.

"In fact," he added, "I suspect that the next great upheaval in the advertising business may come as the result of just such a development—the general acceptance by research men, and hence by advertisers and agencies, of a formula or a technique for more precise and comparable measurements of costs and results in diverse media."

■ He said he finds it inconceivable that advertisers will "be willing to go on forever without some more scientific method of determining what media to use, and in what proportions, than you now have."

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, urged an improvement in the working relationships between advertisers and agencies.

He also hailed the practice of media allowing commissions to agencies as "a great incentive principle—and the principle has benefited all business.

"It is a mistake to say media pay agencies, because they do not," he said. "The money agencies deduct from advertisers' payments in the form of media commissions is never in the hands of any medium, and therefore cannot possibly be paid by a medium. The medium simply allows the agency to make the deductions."

Mr. Gamble said there is "great need" for advertisers to understand "that the fact that agencies have more income when the client spends more does not lead clear-thinking agencies to seek any decisions contrary to the client's interest."

■ Mr. Gamble told the ACA that U. S. agency profits "reversed a downward trend" in 1959, but that the Four A's did not yet know by how much.

"But," he added, "profits are still too low, and there is still a great deal of work to be done to bring them up to a point where our industry is really healthy from a profits standpoint."

J. H. L. Ross, vp of the Industrial Acceptance Corp. Ltd., Montreal, who spoke about the purchasing power of credit, told the advertising executives that credit is "a bridge between the money markets and the goods markets," which helps people "realize the buying desires which you create." He added: "In this context, both

T'AINT NECESSARILY SO!

Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL
MORNING • EVENING • SUNDAY LUBBOCK, TEXAS
ROP Color Available All Issues

Mackinnon McGuinness Schneckenberger Farthing Yeates Bertram Carson LeRoyer Doyle Whelen

CANADIANS CONFABULATE—*Allan B. Yeates of Prudential Insurance, new Assn. of Canadian Advertisers president, and Ken Farthing of Canadian Westinghouse, the new exec vp of the association, chat with George S. Bertram of Swift Canadian, a past president of ACA. Relaxing between sessions of the ACA meeting were Donald M. Mackinnon of General Motors; Grace McGuinness of S. C. Johnson & Son Ltd.; Merle Schneckenberger of the House of Seagram; John T. Carson of MacLaren Advertising; B. Charles LeRoyer of Baker Advertising; Joseph B. Doyle of General Foods, and Peter H. Whelen of F. H. Hayhurst Co.*

Canada Advertisers Get Ad Image Plan

(Continued from Page 1)

our industries are essential to the cycle of mass production and mass consumption."

Mr. Ross said that "the lesson all marketing teaches us is that credit is a more potent element of sales energy than the cash dollar. Those who regard credit as merely a substitute for paying cash completely miss its marketing significance."

■ "Few people," he continued, "have the save-to-buy discipline where major purchases are concerned—the discipline needed to exchange some temporary present enjoyment for a lasting future benefit. Strangely enough, those of us who do not have this save-to-buy discipline will seldom miss a payment on an instalment contract. Purchase credit will cause sales where cash fails."

Mr. Ross said sales finance companies and retail dealers today hold about $1.6 billion in retail purchase credit—a figure expected to advance to $3.2 billion by 1970. More than 3,000,000 businesses and individuals will be using credit through sales finance companies alone in 1970, compared with 1,400,000 today, he said.

■ Robert A. Davis, general advertising manager of Kraft Foods, Chicago, said the coming decade will bring a growing population, growing income, growing expenses and growing competition.

"How to maintain or increase your share of this spendable income," he told the Canadian advertisers, "we feel, depends upon new products, more and better advertising and, not the least, better distribution methods."

Mr. Davis said new products would bloom in the institutional and the industrial areas. He added that Kraft today has a wider product line for institutional use than it offers through retail outlets.

But the most important growth area, he said, will be in the European Common Market, which "offers more prospects to outside manufacturers, comparatively speaking, than does the U. S., today and for 20 years to come."

■ A hurdle here, he continued, will be "the lack of common media" among France, Italy, Germany and the Benelux nations, which founded the Common Market.

"The American or Canadian advertiser who uses *Life* or *The Saturday Evening Post* or *Chatelaine* or *Weekend* and the main tv networks reaches the major part of Canadian or American homes with a single advertisement or a single commercial. There exists nothing comparable in Europe today.

"To reach the Common Market, the advertiser must use five different languages, six radio or tv networks—those which accept advertising—and at least six different magazines.

"Even more difficult," said Mr. Davis, "is the selection of theme, because the French do not eat the way the Germans do, the Italians don't drive like the Belgians, and most stocking and brassiere ads which are run in France would be refused by the Dutch. #

cially in television commercials, "affects their bucks."

Mr. Yeates said the ACA would also launch a 23-point external public relations program in its effort to revamp advertising's public image. This would involve such projects as (1) "learning a lot more" about the economic role of advertising, and then producing a film which would tell the story of advertising in Canada; (2) arranging for "learned paper" studies by college professors and others which would deal with advertising's role and contributions and (3) setting up a three-day meeting in Ottawa, the capital city, on the problems of advertising.

■ Mr. Yeates indicated that he was inclined to propose a joint U.S.-Canada study of such problems. The proposed international project would bring the Assn. of Canadian Advertisers together with the Assn. of National Advertisers in the States (*for an expression of ANA views on this subject, see story on Page 10*).

Mr. Yeates said he also plans a personal, dominion-wide speaking tour during his tenure as ACA president to discuss ad problems and improve the public's estimate of the industry.

■ William E. Williams, president of Procter & Gamble of Canada, made news of another kind by criticizing price-packing and heavy premium promotions and by announcing that P&G is going to do its "level best to correct what I think is a bad industry situation."

"We are going to do this, because we believe that advertising *per se* is good, that it is helpful to the economy and to the company and that it should produce an era of greater profitability, which is desirable to us all," said Mr. Williams.

The P&G chief said the soap industry has "allowed an undue amount of our advertising investment to fall into the category of plain, old-fashioned wheeling and dealing. We have hit the promotion side of the ledger far too heavily and have been guilty of too much price-packing, too many premiums and not enough top notch competitive advertising of really basic product virtues, such as desirable end results, convenience in use, emotional satisfaction and the like."

■ He said the price-packing is "not good for the brands themselves; it helps reduce them to a commodity status. It cheapens them in the public's eye; it will make it harder and harder to return them in the future to a normal price level."

According to Mr. Williams, P&G "did not lead the way into this present premium and price-pack situation" but "went into it reluctantly." He added, however, that "once in it, of course we tried to keep our share of the total business." Now, he said, he hopes P&G can lead the industry out of this situation.

Mr. Williams also said that Canadian advertisers generally are spending too little on advertising, but that they are spending too much in some areas, such as television. "I think Canadian television costs are far too high," he said. "Our cost per 1,000 messages delivered is excessive."

One factor which will improve the cost picture, he added, will be the advent of second and third tv stations in Canadian cities.

■ Greater creativity in advertising is an essential in an era in which a tremendous volume of advertising assaults the eyes and ears of consumers, said Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, who also asserted his belief that conformity has reached its apex in American society, and said that in the years to come more individualism can be expected in the marketplace.

Advertising is being criticized mostly unfairly, by critics "looking for trouble," Mr. Cone asserted, adding that the notion that advertising carries on an undeclared war against a defenseless public is "only yellow journalistic nonsense in hard covers at $4 a copy."

To be creative and effective, he said, advertising must be pleasant; it must be honest; it must have something important enough to say to secure impact; it should be consistent, and it should be capable of repetition.

"We need to remind ourselves almost hourly," he said, "that we must not let technique be confused with creativity. The greatest creativity in advertising is the idea—not how, but what. What are we trying to say? How can we say it most clearly, most quickly, most convincingly? The simpler, the plainer, the answer; the more direct, the more honest—the better we do."

■ A panel session yesterday in which high school youngsters talked about advertising and the teen market resulted in some uninhibited comments that made a number of advertisers and agency men wince, and others laugh uproariously.

Sample shafts that found their marks:

"Some teeners can ignore radio commercials, they have selective hearing that lets them hear all songs and ignore what the advertiser has to say."

"Some television commercials are *so* ridiculous."

"On Toronto's garbage radio station [not otherwise identified] there were 17 commercials for four soaps wrapped around three musical recordings; the soaps can't all be the best, so I won't buy them."

"When a sophisticated type in an ivy league suit comes on to give the commercial, I just know he's lying. I prefer something straightforward and honest and not showy."

"The more advertising you see, the more of it you disregard; advertising has got to get a lot more striking, because people are becoming immune to it."

"Believability in advertising? There's practically none."

"Snob appeal in advertising is okay; the percentage of people who fall for snob appeal is the same as the percentage of snobs in everyday life."

■ Allan B. Yeates, director of public relations and advertising of Prudential Life Insurance Co., Toronto, was elected president of ACA. He succeeds J. J. McGill, advertising manager of Imperial Tobacco Co., Montreal. K. J. Farthing, of Canadian Westinghouse was named exec vp; E. J. Coleman, of Kraft Foods, vp and treasurer.

Harland H. Rimmer, since 1952 public relations manager of Canadian General Electric and chairman of the company's advertising advisory committee, was named winner of the 1960 ACA gold medal for outstanding service in the field of advertising. In 1943 Mr. Rimmer received the ACA's silver medal. Today's award made him the only person to have received both prizes.

■ Pessimism was evident at some sessions of the ACA meeting. George L. Wilcox, president of Canadian Westinghouse, asserted, "The sad and shocking fact is that, as recent studies have disclosed, there are few economies in the world today growing as slowly as that of Canada's."

He said the country is lagging in productivity and faces an industrial need for increased emphasis on research, engineering, development and invention. Compounding the situation, he added, are a scarcity of managerial ability, rising prices, increasing costs of government, a decline in the quality of Canadian products and the growing challenge of foreign competition.

Forecasting "the most tremendous international struggle for markets the free world has ever witnessed," Mr. Wilcox declared:

■ "Canada today is one of the world's most exposed markets to foreign imports—a result of our relatively low tariff protection and the premium on our dollar. These factors work together to encourage importing into this country an enormous flood of products, many of which can be delivered here at costs lower than Canadian manufacturers can make them, because of our high wage and salary structure, high materials costs, high taxes and other disadvantages."

■ Another who was not overly optimistic was Stuart M. Finlayson, president of Canadian Marconi Co., Montreal. He described the strides made in manufacturing by the Japanese and others, and the threat this represents to Canada in foreign trade. He urged advertising to guide the thinking of the Canadian public to this fact: "If we are not to be swallowed up, we must get more competitive; we must bring cost structures reasonably into line."

■ Ronald A. McEachern, editor of the *Financial Post*, Toronto, gave a fast rundown on Canadian industries. Examples:

- **Uranium**—The industry is "sick and likely to get sicker."
- **Aluminum**—Entering a "period of substantially slower growth."
- **Agriculture**—"For ten years ahead it is difficult to be cheerful."
- **Chemicals**—Growth in the next ten years "will not be nearly as vital as in the past seven."
- **Secondary manufacturing**—"Lagging behind the rest of the economy."
- **Pulp and paper**—"Rather gloomy."

Mr. McEachern was more optimistic about such industries as iron ore and gas, sulfur and potash.

■ In another session the ACA was told that advertisers now are "under a dark cloud of suspicion and doubt" as a result of recent disclosures in the U. S. Dr. Emlyn Davies, of the York Minister Baptist Church, Toronto, added that "claims that were acceptable are

Chamier Penaligon Davis Agnew Gordon Kinsey Muir Tobin Gill Powter

BETWEEN SESSIONS—*Relaxing at the annual Assn. of Canadian Advertisers meeting were Fred A. Chamier of Fry-Cadbury; J.H.C. Penaligon of O'Keefe Brewing; Robert A. Davis of Kraft Foods, Chicago; Don Agnew of James Lovick & Co.; James Gordon of Reader's Digest; Clyde A. Kinsey of McCulloch of Canada; Craig Muir of McConnell, Eastman & Co.; Don Tobin of Salada-Shirriff-Horsey; Frank W. Gill of Shell Oil, and Neil B. Powter of Howard Smith Paper Mills.*

no longer needed, because the element of trust has been soiled.

"The good advertiser," he said, "not only sells his product but commends himself. This is a major issue. Are we to use advertising simply as a means of providing ourselves with monetary gain, or shall we use advertising not only to sell but to enrich our society in values which money can never buy?

"On the answer to this question the future of the advertising industry depends."

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Some 26 outstanding ad campaigns were shown to ACA members. Sponsored by marketing magazines with the cooperation of the ACA, the Canadian Assn. of Advertising Agencies and the Copy Directors Club, the ads cited included those of Coca-Cola (McCann-Erickson); Mead Johnson's Pablum (McKim); Lipton Soup (J. Walter Thompson); Carbide Chemicals' Union Carbide (Industrial Advertising Agency); General Foods' Yuban (McKim); H. J. Heinz (MacLaren); General Foods' Birds Eye frozen orange juice (Young & Rubicam); Ontario Department of Transport (McKim); Carling's Red Cap ale (McKim); O'Keefe Brewing (Foster Advertising); Imperial Oil's Esso (MacLaren); Metropolitan Toronto Chairman's Committee for Pedestrian Safety (MacLaren); Eveready batteries (Stanfield, Johnson & Hill); Robin Hood oats (Young & Rubicam); Philips Philishave electric shaver (Needham, Louis & Brorby) and the Salvation Army (McKim). #

Boucher Resigns as ANA VP

Kenneth Boucher has resigned as West Coast vp of the Assn. of National Advertisers, effective in November. Mr. Boucher plans to return to business and will announce his plans later this year.

Rohn Joins Olian & Bronner

Olian & Bronner, Chicago, has appointed Warren J. Rohn an account executive. Mr. Rohn formerly was with the advertising department of Helene Curtis Industries.

You Ought to Know ... B. D. Feld Jr.

The development of more and better research for the newspaper field is one of the primary goals of Bernard D. Feld Jr., promotion and research director of the *Birmingham News* and *Post-Herald*, who is the new national president of National Newspaper Promotion Assn.

Although definite plans have not been set, Mr. Feld promised that NNPA during the next year will take a closer look at newspaper research, and will attempt to come up with a plan "to make research more productive and useful to newspapers and their clients."

Bernard D. Feld Jr.

He pointed out that of the three functions expected of newspaper promotion men—research, promotion and public relations—the least developed area to date is research.

The fact that Bernie is so interested in research should come as no surprise to anyone who knows him. Steeped in the art of nose counting rather than the business of drum beating, Mr. Feld has always maintained a deep interest in newspaper research.

■ Born in Vicksburg, Miss., Mr. Feld moved to Birmingham when he was a high school student. He became interested in journalism and was the editor of a student "serious writing" magazine. He also played football while in high school.

He continued his writing activities after enrolling at the University of Alabama, but he quit playing football after his freshman year. "I decided to give up football when I found I was playing against such guys as Don Hutson and Dixie Howell (two All-America football players)," Mr. Feld recalled.

Mr. Feld took bachelor and master's degrees from Alabama. While working for his master's degree, he taught English and also ran the university's publicity bureau. Later, he went to Columbia University's school of journalism where he also took a degree.

His first job out of school was with the Gallup poll as an interviewer. From Gallup, he moved over to Opinion Research Corp., where he worked for Claude Robinson. He left Mr. Robinson in 1942 to go with Elmo Wilson, who was head of the polling division for the Office of War Information.

"I got into the research field out of necessity," Mr. Feld said. "I tried very hard to get a newspaper job after leaving school, but no one would hire me. Six months after I joined Gallup, the Birmingham newspapers offered me a job, but I turned it down."

■ Mr. Feld joined the Army Air Force in 1943, was commissioned a lieutenant and attended air intelligence school. He went overseas with the 20th Air Force in 1945 to Guam, where he served as an air intelligence officer. He was discharged in June, 1946.

He got into the newspaper business to stay, following his discharge from service, when he joined the *Birmingham News* and *Post-Herald* as promotion and research director—the same job he has today. "My job was to set up a research and promotion department," Mr. Feld said.

"To find out something about promotion, I went to see Court Conlee, at the *Milwaukee Journal*, and Basil Caummisar, at the *Louisville Courier-Journal* and *Times*. Without their help, I don't think I would have ever got my operation off the ground."

Mr. Feld now heads a department of six fulltime people, plus another 20 persons who work parttime on special projects. "We have come a long way since 1946," he said.

■ The youthful Mr. Feld (46), who sports a head of coal black hair and a drawling Alabama accent, spends nearly as much time working on Birmingham civic projects as he does on his promotion job. He is president of the Jefferson County Anti-Tuberculosis Assn., a vp of the Birmingham Symphony Orchestra, and a long-time member of the Committee of 100, a group of Birmingham business men who are working to bring industrial development to the city.

He also currently is working on a committee for the Birmingham Centennial, which will promote the city for the next ten years until its 100th anniversary in 1971. "I just love civic work," Mr. Feld says.

He has been a member of NNPA for the past 12 years. In addition to NNPA, he is a member of the American Marketing Assn. and the American Assn. for Public Opinion, and is an honorary member of American Institute of Management.

■ He has been married for 15 years; he and his wife, Anna May, and their two sons, Bernard III, 13, and Henry, 11, live in Mountain Brook, Ala., a suburb of Birmingham. #

'L.A. Times' Wins '60 Pulitzer Award for Public Service

NEW YORK, May 3—The Pulitzer Prize 1960 gold medal for newspaper public service yesterday was awarded to the *Los Angeles Times* for its campaign to cut down the smuggling of narcotics from Mexico into southern California and other border states.

Other prizes in journalism went to:

- Jack Nelson of the *Atlanta Constitution* (edition time) and Miriam Ottenberg of the *Washington Evening Star* (no edition time).
- Vance Trimble of the Scripps-Howard Newspaper Alliance for national reporting.
- A. M. Rosenthal of the *New York Times* for international reporting.
- Lenoir Chambers of the *Norfolk Virginian-Pilot* for editorial writing.
- Andrew Lopez of United Press International for news photography. #

CBC to Televise 1960 Big Four Football Games

Big Four football will again be on Canadian tv screens this season. The Canadian Broadcasting Corp. and the Eastern Canada Football League have completed negotiations for the sale of 1960 rights. Price was $312,500, the same amount that CBC paid for last year's package. This is the sixth consecutive year the Big Four has bartered its rights for $300,000 or more.

The deal covers all league games and playoffs. In an official announcement the CBC indicated it plans to telecast 21 league games and the Big Four's semi-final and two-game final.

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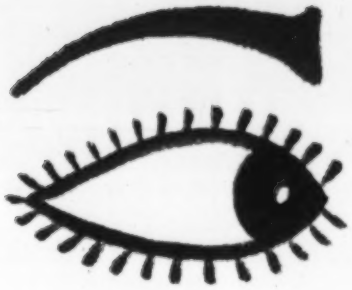
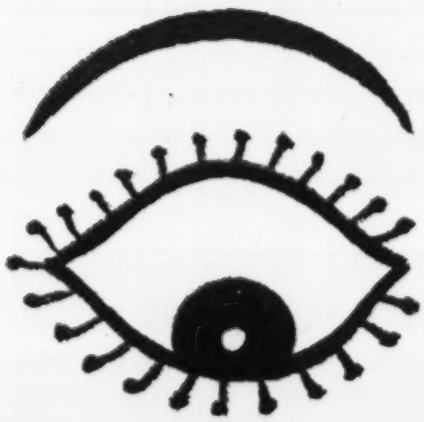


HOW TO FOCUS EYES



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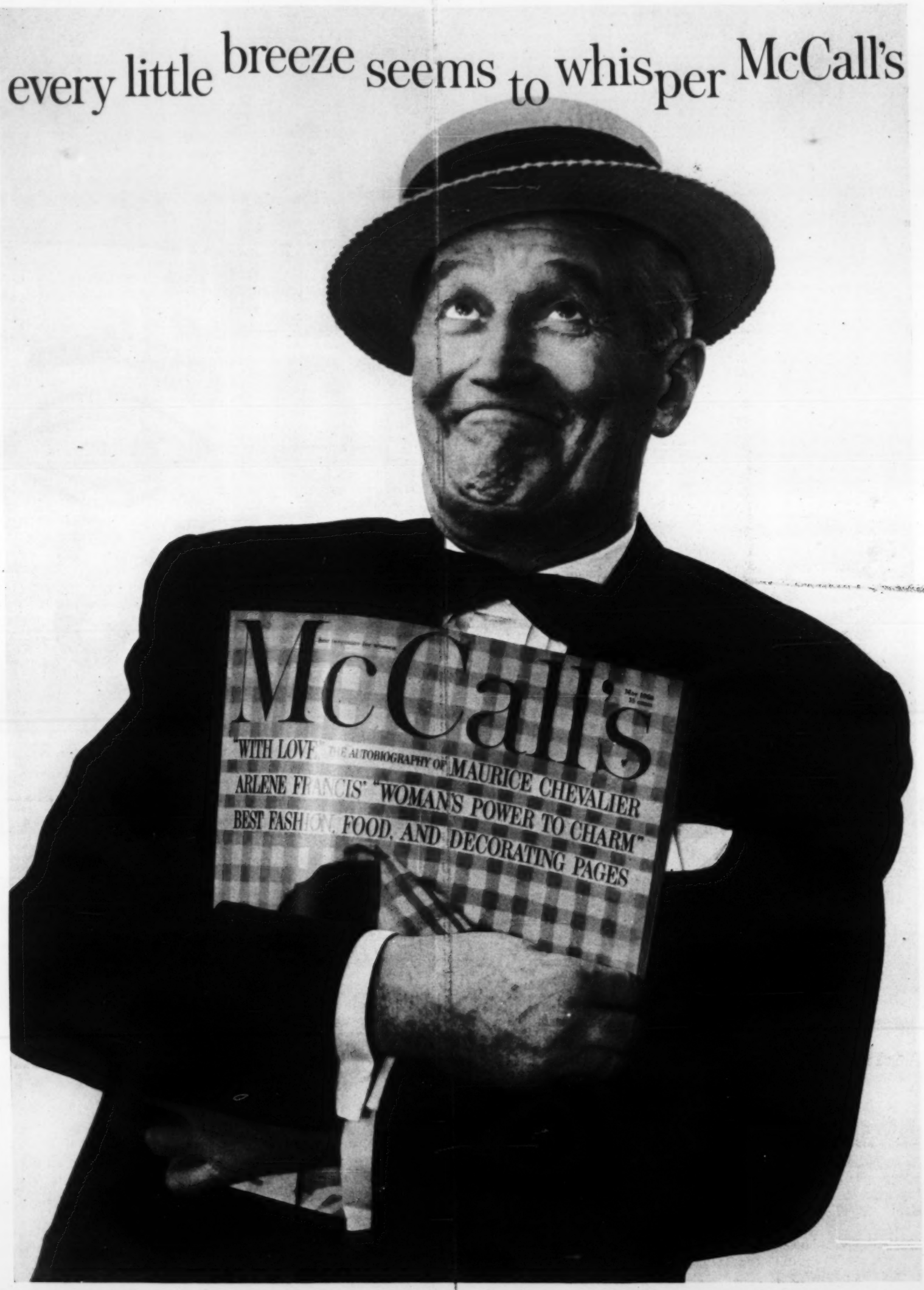
every little breeze seems to whisper McCall's


McCall's
"WITH LOVE" THE AUTOBIOGRAPHY OF MAURICE CHEVALIER
ARLENE FRANCIS' "WOMAN'S POWER TO CHARM"
BEST FASHION, FOOD, AND DECORATING PAGES

The mood is très May, pink-gingham-gay. The Chevalier is Maurice. The magazine in the clinch is, naturellement, McCall's! Where else would this gifted Gallic perennial tell all with such robust, rollicking candor? ("With Love," Maurice Chevalier's autobiography, will run in two installments starting in May McCall's, before book publication.) What other magazine offers such a range of thoughtful riches and pleasures-in-print: from Arlene Francis on charm to Robert M. Hutchins on education, from slipcovered walls to a cavalcade of America's first ladies? Chevalier thanks heaven for girls. Girls thank heaven for Chevalier...and also for la belle McCall's, which continues to have unprecedented newsstand gains, soaring total circulation, and the most advertising in the women's service field. "Every little breeze seems to whisper McCall's," sings Maurice. That's no breeze, monsieur. That's a publishing whirlwind. Le nom? McCall's—FIRST MAGAZINE FOR WOMEN.